KINE WEEKLY

COCHRAN Joined Fox

Page 3.

WHAT M-G-M THINKS ABOUT THE FUTURE OF MOTION PICTURE THEATRE BUSINESS

Pictures

Have you noticed what's doing at the M-G-M Studios? A few inside facts . . . interesting, aren't they?

Release Date 1933		
Nov. 27	PEG O' MY HEART	Marion Davies at her peak in the delightful story of Irish humour, romance and heart-throb, with Onslow Stevens, J. Farrell MacDonald.
Dec. 4	STRANGE RHAPSODY	Celebrated Hungarian film becomes gorgeous screen spectacle. Love story against the background of the mysterious art of hypnotism which was practised during the World War. Nils Asther, Kay Francis, Walter Huston, etc. Directed by Richard Boleslavsky, who made *Rasputin*.
Dec. 11	WHEN LADIES MEET	Ann Harding, Robert Montgomery in Rachel Crothers' stage hit. Hollywood Reporter says: "Another M-G-M box office winner. It is a tribute to the artistry to dramatize a picture on the late low pressures." Harry Beaumont directs.
Dec. 18	CLEAR ALL WIRES	Based on the laugh success by Samuel and Bella Spewack now running with great success at the Garrick Theatre. Wash Tubbs Tracy at his craziest. Benita Hume, Lee Tracy, Una Merkel and James Gleason.
Dec. 25	LADY OF THE NIGHT	Dramatic sob subject about an ugly life in a city cafe. Lew Ayres, Irving Pichel, Nora Lane, Frances Dee, Judith Vosselli, Una Merkel. William Wellman directs.
1934 Jan. 1	ESKIMO	Last year M-G-M's Tabu record-breaker. "White Shadows in the South Seas" . . . Then to Africa for "Trader Horn" . . . And now, Frank Buck's "Bring 'Em Back Alive" with Eskimos . . . after months of danger-skirting. Woody Van Dyke and company are safely back from the Arctic with Eskimos . . . after months of danger-skirting. W. S. Van Dyke directs.
Jan. 8	DARK TO DAWN	Read-then-see . . . A brighter Bill-ahoy. And the cast . . . Clark Gable, John & Lionel Barrymore, Helen Hayes, Robert Montgomery, Myrna Loy and more . . . Clarence Brown directs.
Jan. 15	ACCIDENTS WANTED	Hollywood Reporter says: "This is a box seat to shows for the rest . . . You'll scream with laughter." Lee Tracy, Madge Evans, Frank Morgan, Charles Butterworth and Leo Gorcey in debut.
Jan. 22	TUGBOAT ANNIE	Marie Dressler, Wallace Beery, Jackie Cooper, Maureen O'Sullivan, Robert Young, Willard Robertson, Tyrone Power, Jason Robards, Jr. Mervyn LeRoy directs.
Jan. 29	DINNER AT EIGHT	Blockbuster! In one picture . . . Marie Dressler, Wallace Beery, John & Lionel Barrymore, Jean Harlow, Lee Tracy, Madge Evans, Jean Hersholt, Karen Morley, Franchot Tone, Edmund Lowe, George Cukor directs a star team. Wash Lionel Barrymore, Lewis Stone and a host of others.
Feb. 5	SERVICE	A. E. Anderson's world-famous Broadhurst Theatre success, a story of London business life. Wash Lionel Barrymore, Lewis Stone, Bruce Hunter, Elizabeth Allan, Phillips Holmes, Colin Clive and a host of others.
Feb. 12	HOLD YOUR MAN	Clark Gable and Jean Harlow together again by demand of the public that loved them in "Red Dust." Here's a sensational story of a woman's quick rough ride who escapes everything but love. Howard Hawks directs. Wash Lionel Barrymore, Stuart Erwin, Dorothy Burgess, Franchot Tone, Marion Hopkins, Rutland, Stuart Erwin in the cast. Sam Wood directs.
Feb. 19	STRANGER'S RETURN	The age-old struggle between the old and the new on a modern farm by the author of "Stuart Erwin, etc. King Vidor directs. Lionel Barrymore, Franchot Tone, Miriam Hopkins, Lewis
Feb. 26	THE NEW HOLLYWOOD REVIEW	M-G-M tears Hollywood stinkpots! Young stayers like Roberta and Hot Saw Herb Brown, Arthur Freed, Cole Porter, Ethel Merman, Buddy Ebsen, Eleanore Whitmore, Reed Kennedy, Edmund Goulding directs. Watch it grow! Whitmore Bunch dances. Edmund Goulding directs.
Mar. 5	TARZAN AND HIS MATE	Johnny Weissmuller as a brutish stranger to the love who tames them. Maureen O'Sullivan as "Tarzan the Ape Man" a tower in lust and romance. Maureen O'Sullivan opens the heroine.
Mar. 12	ANOTHER LANGUAGE	Helen Hayes and Robert Montgomery in the play that caught the West End and Broadway that the true human drama of life are most dramatic. Written by Rose Franken, an unknown, it became the sensation of the year!
Mar. 19	SOVIET	Walter Berry, Clark Gable, heroes of "Hell Divers," in another great dramatic spectacle. M-G-M show-manship maximum value from Russia's cosmic struggles: a theme of brilliant human values.
Mar. 26	CAT AND THE FIDDLE	Ran a year on Broadway and six months at Palace, London! Romance of a tempestuous and proud youth's background of French student life. Grand opera. Jeanette MacDonald star. in the leading role, perfect for her. Jeanette "the Dimpled one." Ramon Novarro
April 2	BEAUTY	Typical M-G-M showmen-exploitation picture. Each Baldwin's best seller, dramatizing woman's eternal search for beauty and her shattered one of a . George Fitzmaurice directs!
April 9	LA BELLE PERKINS	Life – The Champ," that gave Jackie Cooper opportunity to appear as a drama-stealing adult relationships, tense, amusing. Background of a school with characters real as life!
April 16	VIVA VILLA	Wallace Berry takes the dashing colourful role of the famed Mexican bandit. Male-woman's romantic story by Edwina Dyson. Jack Conway directs.
April 23	DANCING LADY	Joan Crawford as the talent-show that spells box-office. Never has she had a more perfect role than in this Saturday Evening Post serial story of a dancer's rise from obscurity to fame through flaming adventure!
April 30	JACK PEARL (All-Star Comedy)	"The Big Leg" – as the title. Jack Pearl, Jimmy Durante, Stuart Erwin in the leading roles. Robert Mack directs. Something delightfully different—Watch!
May 7	ED. WYNN COMEDY	Recognizing the importance of presenting this genuine beloved comedian in a picture worthy of his top-rank following, M-G-M has chosen a subject that the genius of an author is dedicated to the creation of a memorable box office attraction. Title to come.

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W.B

The Small Man Must Be Saved
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Deutsch's Odeon Circuit
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COCHRAN AS FOX ASSOCIATE

Artistic and Literary Adviser

HOLLYWOOD VISIT PROBABLE

THE BRITISH MARKET

AN intriguing production development is indicated in the announcement that Charles B. Cochran has entered into an arrangement with the Fox Film Company of America to act as "associate producer" and be their artistic and literary adviser in Europe.

C. B. COCHRAN

It will be his work to discover new material, literary and musical for the screen; to advise on plays, novels and stories suitable for filming, and to bring promising new European composers, artistes, scene designers, actors and actresses to the notice of Fox's Hollywood studio.

In connection with this plan Mr. Cochran has received the following cable from Sidney R. Kent, Fox's president, who is at present undertaking the reorganisation of the company:—

> "May I express to you my delight on behalf of myself and the Fox Film Co. at the pleasure we anticipate in having you as associate producer, and hope that this is but the beginning of the most important film association in years.
>
> "Nobody has a higher regard for your fine intelligence and the beautiful things you have done in the theatre and the esteem in which I know you are held by the theatre-loving people of both continents."

It will be remembered that the association of Mr. Cochran and the Fox Film Co. is not entirely new, for it was Fox who filmed the famous Cochran-Coward production of "Cavalcade." It is not unlikely that other Cochran stage productions will be filmed by Fox from time to time.

Mr. Cochran has received a pressing invitation to go to Hollywood forthwith, but he will not be able to accept it for the moment in view of his heavy theatre commitments in London in the immediate future.

Significant Association

"This means," said C. B. C. to a *Kine.* representative, "that my job is to discover new talent. By talent I include every branch that contributes to the art of the screen. Books, plays, stories, music, actors and actresses, anything and anybody that is worth incorporating in the Industry."

Of course, to me, this proposed association has a significance not to be lightly dismissed. It is evidence of the determination of the Fox Co. to consolidate its hold on the British market gained by "Cavalcade." It has just made "Berkeley Square," which Frank Lloyd (of "Cavalcade") directed, with Leslie Howard and Heather Angel. "A Tale of Two Cities" is to follow, and there are one or two Cochran productions that are bound to be the subject of discussion and negotiation.

Anyway, the Industry needs men like Charles Cochran. He has imagination.

MAYFAIR KINEMA

OPPOSED BY RESIDENTS

The proposal to build a kinema in West Chapel Street, in the heart of Mayfair, is being strongly opposed by the residents.

The application for music and kinema licences by Earl Howe, who is associated with the project, is being considered by the Entertainments Committee of the L.C.C. on Wednesday, and notice of intention to oppose has been given by H. C. Martineau, of 10, West Chapel Street, Mayfair.

Opposition is based on the grounds that the new kinema will be erected in a mainly residential district which, owing to poor traffic facilities, is not suitable for a place of entertainment. Complaint is also made that the organ of the kinema would cause serious nuisance, and that the use of the premises as a kinema with the resultant increase in traffic would depreciate the amenities.

It is also declared there is no demand for a kinema in Mayfair, as there are, within fifteen minutes' walk, approximately thirty kinemas and theatres.

Earl Howe and the opponents of his scheme have been invited to attend the meeting of the committee.

INACCURATE FILM FIGURES

EDINBURGH INQUIRY ANALYSED

WHEN, in March last, the Report of the Edinburgh Cinema Enquiry Committee was published, giving the results of visits made to kinemas by special visitors, the "Kine" was unable to understand the overwhelming number of films spoken of by the Committee as "U."

Of the 144 films mentioned on page 49 of the Report, it was stated that 126 were "U" films, and as the proportion of "A" and "U" films is usually fifty-fifty, this preponderance was inexplicable.

Turning up the report a second time during the past week, this fact again impressed itself, and a *Kine.* representative interviewed the Secretary of the Board of Film Censors for his views on the subject.

The interview elicited the fact that the proportion of "U" films in the Scottish committee's report was entirely wrong. A list of films complained of had been sent at the request of the Board, and it was seen that of the 126 films scheduled as "U," 64 were "A" films, only 53 were "U" films, and 9 could not be traced by the title given. One of the titles given was the name of a film star.

The Scottish committee's suggestion that 44 of the films should have "A" certificates is weakened by the fact that 29 films were so classed, and the inferences to be gathered from the figures are, of course, not justified.

It seems surprising that so authoritative a body as the Edinburgh Cinema Inquiry Committee should be so astray in its facts.

ANOTHER HALL FOR DONADA

THE CAPITOL, WEMBLEY

The latest acquisition of the County Cinema Circuit is the Capitol, Wembley, which C. J. Donada has acquired from E. L. Manches, of Medway Cinemas, Ltd.

The Capitol, Wembley, is built on the site of the old Conference Hall of the Wembley Exhibition, which was the first hall in which talking films were shown to the public. The kinema seats 1,640, and possesses a handsome ballroom and café. D. Martin, former house manager, is remaining.

The addition of the Capitol brings the number of halls on the County Circuit up to 34. Other developments, it is understood, are pending.

Broadhead Theatres' Transfer

Manchester Watch Committee has granted to Jonah Lever the transfer of the theatre and kinema licences of the Hulme Hippodrome, Manchester, and also similar licences for the Grand Junction Theatre, Manchester, which adjoins. Both were former Broadhead theatres. The Hulme Hippodrome is now closed down for alterations, etc., and will reopen on August Bank Holiday.

The transfer of the theatre licence in respect of another former Broadhead hall—the Queen's Park Hippodrome, Harpurhey, Manchester, was also granted to Abraham Sereno, well known in the kinema trade of Lancs.

AREA RENTAL PROPAGANDA

No Government Censorship

THE Home Secretary is not in favour of a Government censorship of films. This information was conveyed to David Grenfell, who asked the Home Secretary whether he would consider the desirability of setting up a board of film censors responsible to his office and acting quite independently of the film industry.

Sir John Gilmour replied that this question had been raised from time to time, and he was not in favour of a system of Government censorship. He would remind the honourable member that the final decision as to what films might be exhibited rested with the kinematograph licensing authorities.

Cruelty in Films

Mr. David Grenfell then asked the Home Secretary whether his attention had been drawn to kinema films showing wild beasts spurred and driven into combat; and whether he would take power to prevent the release of any film depicting a fight between two animals and any film in which cruelty or suffering to any animal had been produced.

Sir John Gilmour said that the answer to the first part of the question was in the negative, and he learnt from the British Board of Film Censors that no film as passed by them contained any such incident. As to the second part of the question, he was informed that the Board were giving special attention to all animal films produced abroad, that no such film as passed by the Board depicted a fight between two animals, and that where it was obvious that cruelty or restraint amounting to cruelty had been involved in the production of a particular incident that incident was not passed by the Board.

N.W. BRANCH MEETING

BROUGHT FORWARD A WEEK

Owing to the fact that several officers of the North-Western branch will be away on holidays on the date of the usual monthly meeting, it has been decided to bring forward the meeting by a week. It will, therefore, be held on Friday of this week.

Amongst the items scheduled for discussion are exorbitant film rentals, deadheads, Sunday opening campaign at Wallasey, competitions in kinemas, increased price of carbons, censor's certificate on films, and report on Summer Conference Glasgow.

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IGNORED BY SUSSEX EXHIBITORS

Meeting Adjourned

OWING to the difficulty in securing a representative attendance, particularly from the smaller circuits, the joint meeting between booking managers of the Sussex and Portsmouth areas, which was to have been held to discuss film rentals, has had to be postponed *sine die.* This was announced at the Sussex branch meeting recently, over which W. T. Bradshaw presided.

The branch executives, as promoters of the meeting, feel that they have the support of the two big circuits, A.B.C. and Gaumont-British. In Brighton there are several houses on smaller circuits, and it was stated that, although these halls had not replied to the invitation to attend the special meeting, they had given their support in London to a resolution not to pay more than 40 per cent.

Before going forward with any further plans for the joint meeting, these smaller circuits are to be written to see if their active co-operation can be obtained.

The Chairman expressed surprise that the circuits had not co-operated. Even in Brighton, he said, with new halls springing up and talk about concurrent runs, there might come a time when the circuits would be glad to have the support of the small man.

H. Shanley, branch delegate, said that the General Council was getting a report from the various branches, but he thought that the Council was likely to act more in an advisory capacity, than by taking direct action.

Mr. Daniels: "They are not going to negotiate then with the K.R.S.?"

Mr. Shanley: "No."

Mr. Daniels: "That leaves us to fight our own little battles up and down the country."

Mr. Shanley said it was no use individual members adhering to a resolution and lose all the best pictures if their opposition openly paid 50 per cent. Personally, he would like to see all the members put their signatures to a document agreeing not to pay more than 40 per cent., and if possible have some system of penalty for those who did not fall into line.

H. Bolton maintained that it was useless to bind business men as to what they should pay for films, but, on the other hand, several members pleaded that even if the active support of the circuits could not be obtained, the small men could get together and work out some plan of action.

BRITISH FILM GALA

THE PROGRAMME

DETAILS of the programme to be presented at the gala demonstration of British Films on July 12 in honour of the delegates to the Economic Conference are issued by the Federation of British Industries.

The entire accommodation at the New Victoria Theatre is being devoted to the delegates, other distinguished guests, and those guests who will be coming on from the dinner at the Dorchester Hotel, and after the performance refreshments and souvenirs will be offered to all present.

The programme to be displayed at the New Victoria Theatre, commencing at 9.15 p.m., will comprise:—

1. Latest news items.
2. Gainsborough miniature, "Windsor," illustrating the beauties and historic interests of Windsor Castle.
3. Interest items showing the Derby, Trooping of the Colour, and possibly the Football Cup Final.
4. The film, "Contact," presented by British Instructional Films, illustrating the voyage of an Imperial Airways liner and scenes in the countries visited.
5. Secrets of Nature picture, "Gathering Moss," also presented by B.I.F.
6. The musical comedy, "Falling For You," presented by Gaumont-British, starring Jack Hulbert and Cicely Courtneidge.

This programme, it is pointed out by the sponsors, has been chosen by a special Selection Committee, which has had to bear in mind the fact that the length of the performance is necessarily limited, and that many of those attending will be unfamiliar with the English language. Under these circumstances many pictures of entertainment value for purposes of general exhibition have had to be regretfully omitted.

Organising Committee is reserving some five or six hundred seats for the clerical staffs of the League of Nations secretariat, as well as for the clerical staffs of all delegation secretariats and all Government Departments working in connection with the Conference.

KINEMATOGRAPH WEEKLY

EDITORIAL AND GENERAL OFFICES:
93, Long Acre, London, W.C.2.

Telephone: Temple Bar 2468 (20 lines).
Telegrams: Kine, Southerwood, Rand, London.

Managing Editor: JOHN DUNBAR.
Editor: S. G. Rayment.
Associate Editor: A. L. Carter.
Advertising Manager: A. H. Langford.

SUBSCRIPTION RATES: Great Britain and Canada, 30s. per annum, post free. U.S.A.—$12 per annum, post free. Other countries, 50s. per annum, post free.

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ACTIONS AND REACTIONS

EXHIBITOR reaction is a phrase that is frequently used by people anxious to do business with them. At the moment they are rather concerned in watching the bookers of films and seeing how they react not to the exploitation of a picture, but to their own policy of limitation of price.

And although the probable course of events has been discussed from all angles—and most frankly by the exhibitors themselves—nobody has foreseen the possibility of a considerable body of them putting on record the fact that *they are not interested*.

When one recalls how the Birmingham resolution has been canvassed from one end of the land to the other, how it has been publicly stated that to pay 40 per cent. for a film is to take the first step towards self-extermination, it is only possible to greet the action of the Notts and Derby members with amazement.

Out of 148 members, 76 have declared their adherence with the policy unanimously hailed elsewhere as the ultimate limit which would enable them to keep going; nine have definitely refused to fall in with the C.E.A. recommendation, and 63 have failed to register an opinion one way or the other.

Is it possible that the Notts and Derby members are in so much more happy a position than their fellows that they can afford to take this line? Or is all the rest of the country wrong?

Considering that the C.E.A. has provided a remarkable display of unanimity in every branch when this subject has gone to the vote, it is surely worth a further enquiry on the part of the local leaders. These men themselves have a reputation for vigorous action and would be the last to allow a question like the present burning problem of high rentals to go by default.

They would do well to look over their approach to the general membership of the branch. That there should be so high a proportion of apathy may be puzzling, but it demands an answer before the branch can report that its members have expressed themselves.

SIMPLIFY !

RISKING the charge that we are harping on one string, we direct attention to another point in the campaign for the 40 per cent. film hire maximum. Individual exhibitors have contributed to our columns thoughtful proposals for systematising the many ideas that have been brought forward, and have clearly brought both imagination and experience to their task.

Our own view is that many of the ideas propounded are shackled before they start just because they are trying to do too much, and to provide a panacea which will be applicable to all cases. If the C.E.A. were a society for the protection of dealers in safety matches, or beer, or a hundred other commodities, the ideas now put forward would probably be adequate.

The ever-varying appeal of the different films, however, is equalled by the wide range of the marketing arrangements by which they are eventually supplied to the public, and those who would point out the way to a happier state of business between distributor and exhibitor, should concentrate on simplifying their policy until it is a main principle, with every latitude for local adjustments.

Keep the Small Exhibitor in Business

Mr. Van Koert has always been a fearless champion of the cause of the independent exhibitor, and he makes a strong plea for a "fair deal" from the renters

by

J. Van Koert

(Past Chairman, Sussex C.E.A.; Founder and Chairman, Sussex Independent Exhibitors' Protection Society).

THE debt which the kinematograph industry owes to the independent exhibitor—who, after all, was the pioneer of the vast business as we know it to-day—needs to be emphasised more than ever at this time, when the small man is fighting for his very existence.

In the general march of progress, and the crazy building of halls indiscriminately throughout the country—often on public money, quite regardless of the real business possibilities of the districts—the small man finds himself more and more "left out in the cold."

Now, with the extra expense of running talkies, combined with increased taxation and cheaper seats, he faces the greatest crisis of all: is he to remain in the Industry of which hitherto he has always been regarded as the backbone, or is he slowly to be crushed by the sheer weight of economic stress?

The answer to this all-important question lies with the renters, who must be made to realise that, if the businesses of the small men up and down the country are worth anything to them, they will have to make an effort to assist these halls to keep open. Assistance is not asked in a charitable sense, but from a purely business point of view.

NOW the time has come when there is a most urgent need for a revision of the renters' policy regarding "C" halls, as classified by the C.E.A. Would it not be possible for the renters to treat these halls on an entirely different footing than the other halls? The renters' territorial representatives know the true position, and, to a large extent, it should be left to them to meet the small exhibitor in as reasonable a manner as possible—either by a flat rate or a reduced percentage.

It must not be forgotten that the small man almost invariably takes a film after the larger halls have finished with it. It requires little business acumen to realise that, by keeping the smaller halls open, the renters are not only continuing their revenue, but also finding an outlet for films that have seen their day and would otherwise be regarded as so much "scrap."

SMALL men to-day are suffering from a highly developed inferiority complex. The Trade has made such enormous strides that they feel that their place in the Industry has now become too small for anyone really to bother about them. In the days of flat rate booking the small man was undoubtedly the main strength of the Industry so far as the renters were concerned; to-day, he is *not* getting a fair crack of the whip.

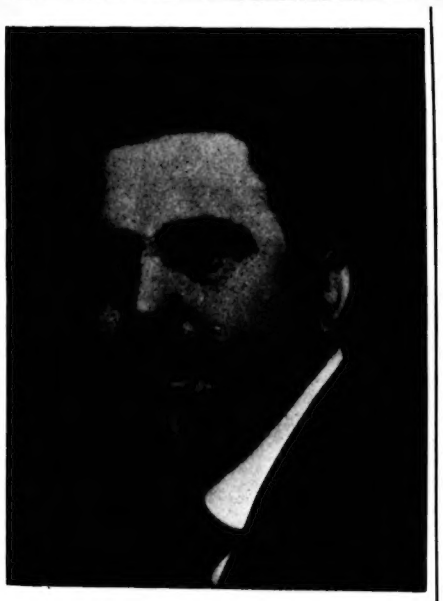
If the renters would compare the old flat rates with the sharing terms they have been receiving, they would find that it was not the small exhibitor who was taking advantage of the flat rate system. The larger halls were the culprits who forced the renters to an insistence entirely upon sharing terms, which are the main root of the small man's difficulties.

In the old days he could to a certain extent take a gamble on a film to recompense, say, on one week the loss he made on the previous week.

But this is not possible with sharing terms. The variations in takings of a small hall to-day are not very considerable, and, by the time the shares for the extra takings for a certain film have been paid, any profit that might have been made has dwindled—until one might almost say that the best week of a small kinema is about the only week in which he makes any reasonable profit!

FOR heaven's sake let's get down to brass tacks, and try and see eye to eye for the good of everybody. Bickering and badgering in the Trade will never get anywhere. All the small man wants is fair play—and a businesslike concession on the part of the renters to keep him in business at the most difficult time in his career.

Far too long have the relations between exhibitor and renter been those of passive antagonism, instead of a friendly relationship that should obtain between partners in the same business. As partners we must go forward, meeting our difficulties in full and frank discussion at a round table quite apart from any Trade organisations, and each contributing as far as possible to the other's welfare.



W. T. Bradshaw, chairman of the Sussex Branch, which is finding difficulty in attracting the independents to film rental meetings

IF Oscar Deutsch opens his future Odeons with the eclat which marked the opening of the Kingston house, inhabitants of other towns where his kinema activities are planned may look forward to knowing the full meaning of the word hospitality. The Kingston opening reception certainly had a little something the others haven't got.

O.D. (initials which begin to become Odeon straight away) has become one of the leading figures in the Trade in a comparatively short time. His chairmanship of the Birmingham branch was marked by great sagacity in handling important questions, and his association with B.T.-H. gave him an insight into another entirely different aspect of the Trade. His heart is, however, in exhibiting, as the planning of the chain of Odeons bears evidence.

THE arrival of Leslie Howard, about whom my New York correspondent cables this week, is the first open news of a development which has given rise to more rumours than any I remember. He is, of course, to star in Columbia's first important British picture, "The Lady is Willing," which is to be directed by Gilbert Miller.

HOWEVER, this is only a detail in a very big series of moves to which the *Kine.* is not, for the present, prepared to refer more particularly. It is enough, for the present, to know that the companies are in course of organisation, but as the negotiations about the financial basis are not yet ratified, no good purpose is to be served before Harry Cohn, Joe Friedman, and their British colleagues have advanced one step further.

LONG SHOTS

Oscar Deutsch's New Circuit—Columbia's First British Productions—Our Players in the States

Meanwhile, our finance columns reveal the interesting fact that the nominal capital of Columbia Pictures Corporation has been increased from £100 to £25,000.

REMEMBERING the attractive figure which Gerald Ames presented on stage and screen, his superb swordsmanship and his finished acting, his admirers will have been touched by the tragedy of his death, which took place on Tuesday, as a result of a fall in a tube subway.

TWO serious accidents, one a fall from a horse, which seriously injured his spine, and a street mishap, when he was run over, were responsible for robbing him of the elasticity which was so valuable a possession in the old days, when his performances in "The Prisoner of Zenda" and "Rupert of Hentzau" (to mention but two of his successes) were such striking features of his film presentations.

BRITISH players continue to be sought for roles in Hollywood. Laurence Olivier is mentioned as Greta Garbo's opposite in "Queen Christina," and Claud Rains is to play the leading role in Universal's "Invisible Man." Heather Angel has been assigned a leading role in "Orient Express," in the Fox studio, and Elizabeth Allan has been borrowed by RKO to play opposite Richard Dix in "Birds of Prey."

COUN. HEWITSON'S long record of valuable social service, and his occupancy of the chair as President of the C.E.A., have fitted him for positions of honour such as that which he has been invited to undertake in November next as Mayor of Smethwick. The *Kine.* joins with his many friends in congratulation.

SHARING this honour, and equally worthy of the civic position she will hold as Mayoress, is Mrs. Hewitson, whose quiet dignity and charm will be a valuable asset to the public life of the town to which so much of their activity has been devoted.

CONSTANCE CUMMINGS, who has just completed "As We Go" at Elstree, has become Mrs. Benn Levy, the ceremony taking place at Chelsea Register Office on Monday. The playwright-author and his bride are spending their honeymoon in Venice.

THE film is every day invading the realms where once it was regarded askance. The July issue of *The Bookman* is one of the latest to accord it entry to its pages, and Chaliapin, Jean Cocteau, Oliver Baldwin, Oswell Blakeston, and others are discussing it from various viewpoints.

THE note running through some of the articles is a trifle superior. Oliver Baldwin, for instance, sees "no hope for raising the standard of British films in the future, and there will be no chance until the artist controls film production in the place of the business man," whom he wishes to send back "to Petticoat Lane or Zagreb."

THERE have from time to time been suggestions that the tax should be imposed in the island for providing the cost of such things as additional social services, etc., but so far the Manx Legislature has resisted the temptation to raise money by this means, and it is probably true that the island has indirectly benefited as a result of this policy.

THERE would appear to be little prospect of the Entertainment Tax being introduced in the Isle of Man. The recent Budget in the Tynwald Court revealed that not only was there no need for any additional taxation of any kind, but that there was a surplus of £55,000.

READING a new novel of village life the other day, "Children of Ruth," by Marvin Sutton, a book full of clever observation of country life, I was struck by one feature in particular.

THE villagers who a couple of generations ago leaned on gates and sucked straws, now make their journey to the kinema three miles distant at least once a week, and discuss programmes and players with something of the eagerness of the town dweller. So much has the kinema become all-conquering.

THE presentation of "Vienna Waltz" at the Regal this (Thursday) evening will be a gala occasion, for Arthur Dent is sparing no effort to put this melodious offering over in a manner adequate to the importance of the subject. Bill Pepper is collaborating with one of his most spectacular stage efforts and the theatre and its staff is being lavishly dressed to complete the Viennese atmosphere.

THE STROLLER.

HOT FROM U.S.

(By Special Kine. New York Cable)

JOSEPH H. SEIDELMAN, former Vice-President of Paramount International Corporation, has been appointed foreign chief for Columbia.

WARNER BROS. have threatened to secede from the M.P.P.D.A.

THEY COMPLAIN that J. M. Schenck and Darryl Zanuck have failed to maintain the agreement which protects other companies' right in talent.

LESLIE HOWARD, in the "Berengaria," is due to arrive England Wednesday.

S.O. OPPONENTS FLOUTED BY COUNCIL

MIDDLESEX IGNORES CHURCH PROTESTS

PROTESTS against the granting of Sunday opening in the Wembley and Teddington areas were reported by the Middlesex Licensing Committee at Thursday's meeting of the County Council. The Wembley and District United Christian Council, in its effort to oppose the privilege of Sunday entertainments, advanced the grounds that the original demand came from the Trade and not from any responsible body in the district.

Another reason given was the fact that the majority in favour of Sunday opening was so small, and a third that the amenities of the district might suffer and that the opening of kinemas might serve as a precedent for Sunday exhibitions at the stadium.

No action was taken by the Council on these representations and the formal application was granted for permission to open on Sundays at Wembley, Twickenham and Willesden.

Sunday Films Censorship

At Twickenham, an attempt has been made by the Sunday Defence Committee to institute a censorship or "watching body" for Sunday films.

Other points made by the Committee in its letter to the County Council were a recommendation that the Municipal Elections (Corrupt and Illegal Practices) Act should apply to Sunday polls, that expenses should be kept strictly to a stated maximum and that paid canvassers and hired vehicles should be made illegal.

It was also urged that dissentient ratepayers and the Kinema Trade be placed on an equal footing after the result of a poll.

S.O. Orders Cannot be Revoked

The Licensing Committee of the County Council pointed out that the adoption of the last two suggestions would involve an alteration in the law and that if any amendment to the Sunday Entertainments Act was required, the Home Secretary should be approached.

As regards the status of dissentients against Sunday opening, the Committee indicated that the Act provided that if a poll showed a majority against the proposal, the matter cannot be proceeded with in the ensuing session of Parliament. An unsuccessful poll did not preclude another poll at a subsequent date. If, however, the poll is successful, the order could not be revoked.

With regard to the character of the films, the Committee reported having informed the Teddington Sunday Defence Committee that this point is adequately covered by the conditions of the licence.

Charity Contribution

A resolution from the Wembley U.D.C., urging that the allocation to Middlesex charities should be not more than 12½ per cent. of the amount received, instead of 25 per cent., was considered by the Licensing Committee which could not see its way to depart from its previous decision.

A reorganisation of the surveyor's staff is recommended in order to make arrangements for the inspection of kinemas on Sunday.

Accepted

The report of the licensing committee was presented to the Middlesex County Council on Thursday, and was accepted without comment.

L.C.C. and Sunday Kinemas

Provision for Inspection

The London County Council on Tuesday was recommended by the Public Control Committee to make complete the inspection of premises giving Sunday entertainments.

Of the 285 kinemas and places where musical entertainment is given which exercise permission to open on Sundays under the Act of 1932, about one-third have been visited by the Council's inspectors.

The action was decided upon in May last as an experiment for a limited period. The Entertainments (Licensing) Committee are of opinion that the results of the experiment show the desirability of inspection of the whole of the premises.

To enable this to be done the Public Control Committee recommended that two general grade assistants be seconded to act temporarily as inspectors for six months, and that £340 be provided for the additional service as a supplemental estimate on maintenance account.

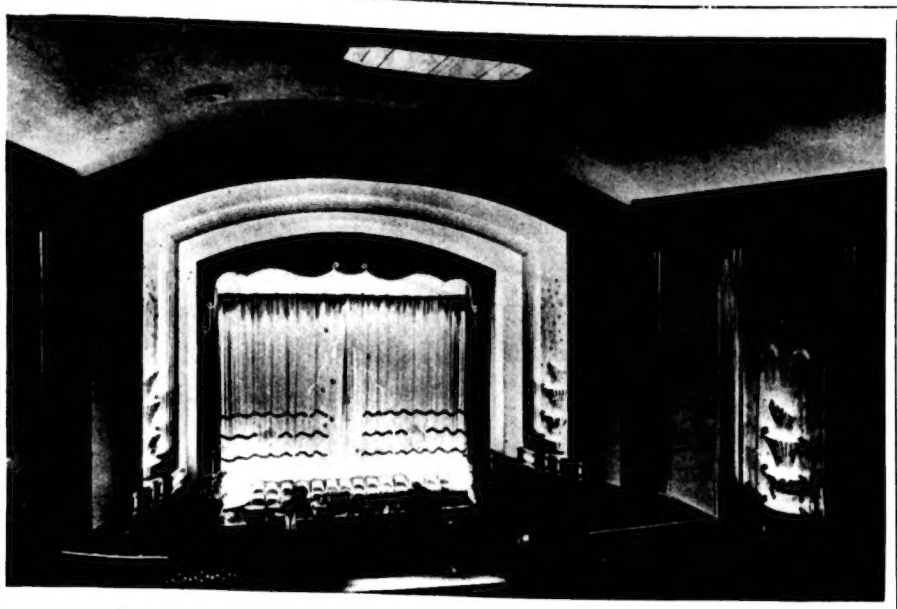
Bradford Film Inspectors

Bradford Watch Committee proposes that six members be empowered to determine whether a licensee shall be required to exhibit any film or films in respect of which notice has been given to the chief constable with power to order such film or films to be exhibited to them or to such persons as they may direct.

ROMFORD S.O. APPLICATION

The Romford Sunday Kinema Movement has addressed a petition to the Council on the subject of Sunday opening, and the matter will be considered at the next meeting of the Council in August.

Whatever the course of events, it is considered improbable that any decision will be arrived at before October.



A cross view of the auditorium of the Odeon, Kingston, which was opened on Monday

DEUTSCH OPENS ANOTHER ODEON

BRILLIANT SCENE AT KINGSTON

New Deal Kinema

MONDAY night's opening of the Odeon, Kingston, provided all those who were present with a ceremony which went off without a hitch, and achieved a general brilliance which must have been very gratifying to Oscar Deutsch and his colleagues.

The opening ceremony was performed by Ald. W. Bell, J.P., the deputy Mayor, who recalled that Edward Muybridge, one of the inventors of animated pictures, lived within a few doors of the building. His machine was one of the treasured exhibits in the local museum.

Making British Films Better

Jack Buchanan—whose film, "Monte Carlo" is the principal picture for the opening week—also spoke. Personally, he said, he did not think British films were yet as good as the Americans, but they were undoubtedly improving. He had no doubt they would continue to do so, but it was only by the encouragement and support of the English people that that could be attained.

Oscar Deutsch thanked the speakers for their attendance and referred in warm terms to the work of the builders, Messrs. Blay; the architect, Col. E. J. Adamson; and E. C. Colman, the resident manager. He mentioned that the talkie equipment was installed by the British Thomson-Houston Co., and that a "human orchestra," under the direction of Bernard Rowe, would be a feature of the kinema's policy.

In the Restaurant

Following the performance, the guests were liberally entertained by the proprietors, something like 200 bottles of champagne and 1,750 sandwiches being consumed.

The whole of the catering arrangements were carried out admirably, and the huge crowd which gathered in the beautiful café had their every want supplied by the efficient staff under the personal supervision of F. H. King, of Theatre and Cinema Caterers, 199, Wardour Street, to whose foresight and organising ability the success of this part of the function was due.

NEW DEAL KINEMA

The Regent, Deal, formerly the Pavilion, is to open on Sunday next. The theatre has been completely reconstructed to the plans of Percy Levett, Northdown Road, Margate, and seats about 1,000.

The proprietors are H. G. Carey, a Margate kinema proprietor, and Henry Boyer, of Henry Boyer, Ltd., Terminus Wharf, Paddington Basin, W.2.

KING'S HALL, WESTCLIFF

After a temporary suspension of business, the King's Hall, Westcliff, reopened on Monday last, July 3. The theatre had been run by L. H. Jackson, as one of his Southend four. Now the proprietor, H. C. Ashby, who prior to the Jackson venture ran the King's Hall with success for several years, has once again taken control. His old manager, W. G. Hudgell, has returned with many of the staff. The King's Hall will not open on Sundays.

ZANUCK AROUSES HOLLYWOOD

Trouble Threatened with Warners

From Our American Correspondent

THE all-absorbing topic of film circles is Darryl Zanuck. Will he or will he not bring the same success to United Artists that he did on the Warner lot. Quite a variety of opinions exist. No one can deny that some of the biggest successes of the firm were due to his direction, but, on the other hand, he had the resources of a gigantic concern at his back, a well-trained staff, an organised studio, unlimited money, plenty of good stories, and many other things related to a large studio teeming with activity. Will he be able to accomplish the same things in new surroundings?

Joseph M. Schenck is president of United Artists, and co-partner with Zanuck in Twentieth Century. Schenck's brother, Nicholas, is president of M-G-M. So teamwork characterises the relations between the two concerns.

Twelve a year is the limit that Zanuck has set, and he has announced a determination to keep costs down to something between $100,000 and $150,000. In addition, stars' salaries may mean an increase of $50,000 or $100,000.

Both Zanuck and Schenck, heads of Twentieth Century Productions, seem destined to lock horns with Warner Bros. over the rights to three stories, "Rothschild," "The Bowery," and "Trouble Shooter." The last two films, I believe, were announced as future releases by Warners, while Zannuck was still with that company.

At any rate, "The Bowery" starts production on July 12, and possibly Clara Bow will play in it. "Born to Be Bad," with Constance Bennett, will be the next, then will come "Trouble Shooter," "Bloodmoney" (featuring Loretta Young), "Miss Lonely Heart," and "The House of Rothschild," with Arliss.

Possible Litigation

Indications point to Court litigation unless the Hays organisation or the Academy of Motion Picture Arts and Sciences takes a hand.

Each day sees new names added to the list of Twentieth Century stars, directors, players, etc., with other studios quite burned up over the raids upon their personnel. Plays have been bought, new writers assigned, and among those definitely announced under the Twentieth Century banner are:—George Arliss, Constance Cummings, Loretta Young, George Rapf, Constance Bennett, and several directors and players on a one or two picture basis.

Clark Gable was loaned by M-G-M to Twentieth Century, but his illness prevented his playing the rôle for which he was sought. Jackie Cooper has been borrowed from M-G-M by Twentieth Century to appear in "The Bowery." Other players will undoubtedly be loaned as required.

The first film to be made will be "Chuck Conners," based on the life of a famous old Bowery character. Wallace Beery has the lead, Raoul Walsh directs, and Mike Simmons wrote the original.

Mike was in London several years ago, and has many friends in England as well as over here. Is handling publicity for Monogram.

CHARITY CONTRIBUTION

BECKENHAM DEMANDS 75 PER CENT.

Beckenham has one kinema, the Regal, and it is privileged to open on Sunday. Whether privileged is the right word may be disputed, in view of the demand of the local Council for 75 per cent. of the Sunday receipts.

The Regal has been open for a trial period of six months, which came to an end last Sunday. The Council has investigated the kinema's accounts, and estimates the net weekly profits from Sunday opening at £8. Of this, it demands 75 per cent., or £312 per annum.

It agrees to extend the hours of opening from 5.30 to 11, the same as those in the adjoining districts of Penge and Croydon, who, fortunately, are not so heavily mulcted by their Councils.

E. LONDON CLOSURES

L. H. JACKSON TRIES HOLIDAY

Three of Walthamstow's oldest kinemas, the property of Hamilton Cinemas, Ltd., closed down temporarily on Monday. These were the Plaza, Leyton, and the Queen's and Empire Cinemas, Walthamstow.

Hamilton Vinemas, Ltd., a company controlled by L. H. Jackson, recently took over the kinemas from another associated company.

It is probable that the kinemas will continue closed during the summer months, opening again in the early autumn, possibly under different control.

About fifty employees are out of work as the result of the closing.

SLIDING SCALE FOR FILM RENTALS

WEAKNESS IN THE BIRMINGHAM RESOLUTION

By Harold S. Gent

I DESIRE to thank you for the publicity which you gave to my remarks on the question of a sliding scale for film rentals, and I am rather surprised that there have not been any criticisms thereon, and can only rely on the saying that "silence means consent."

I have very carefully read through the paper delivered by H. Victor Davis at the Conference at Glasgow, and I much regret that, although he inferred that the salvation of the independent exhibitor depended upon bringing into operation the sliding scale of percentages, he did not give a lead in that direction by formulating a schedule based upon a hypothetical theatre having a weekly overhead of, say, £100, so that other exhibitors whose total expenses *excluding* film hire do not coincide with that figure, could work out their basic figures *pro rata*.

I observe that Major A. O. Ellis, the chairman of the Devon and Cornwall branch of the C.E.A., urges the General Council to appoint a small committee to negotiate standard terms with all the renting houses, and in pressing his cause suggests a sliding scale of 25 per cent. up to a certain datum line, and 50 per cent. over that line.

This may be quite equitable, but he does not go far enough, and may I ask him to kindly state at what figure the said datum line should be fixed on the supposed theatre with overhead charges totalling £100 per week. This information, in my opinion, would be very useful to exhibitors throughout the country to know how to base their calculations and learn exactly where they stand, and make any necessary alterations which may be considered essential in order to prove their case equitable, and send the necessary recommendations to the General Council.

If exhibitors will refer to the suggested scale for complete programmes, which I set forth in the *Kine. Weekly* on June 22, they will observe that it is necessary for the house to play to 144 per cent. of the overheads before they commence to make any profit for themselves (an allowance of £2 10s. for each three days' hire of the news reel, should be made) and as the film continues to register well at the box-office, both renter and exhibitor share the profit, which is quite equitable.

With regard to the Birmingham resolution, I, personally, am opposed to this. I do not consider that it goes far enough, and it may easily lead to the renter dubbing all films of anything above programme quality 40 percenters. Very quickly exhibitors would find themselves being charged 27½ per cent. in place of 25 per cent., 35 per cent. in place of 30 per cent., and 40 per cent. for anything above what was previously considered to be worth 33⅓ or 35 per cent.

The renters' organisation is a very powerful body, a fact which was clearly evidenced when the subject of co-operation in booking was mooted, and also on the question of the re-sale of posters, stills, slides, etc.

I have wondered what comment the renters have had to make on my observation, relative to the question of the free supply of publicity for films of more than ordinary merit, and whether they have had any legitimate cause to withdraw this aid to business. I hope, Mr. Editor, that you will be good enough to place the necessary space at their disposal for any reply they may care to make on the subject.

HAROLD S. GENT.

Sheffield.

WARDOUR'S SEVEN

BRITISH PICTURE WITH FAMOUS STARS

Between July 17 and August 22, Wardour Films has arranged seven Trade shows of new British products, each picture having an important star. The Trade shows are to take place in the Hippodrome at 3 p.m., this time having been fixed in deference to the wishes of exhibitors who prefer to be at their own kinemas in the evening.

The first Trade show will be that of "As We Go," Constance Cummings' picture, which will be screened on July 17. This will be followed eight days later, on July 25, by "The Song You Gave Me" (the new title of "She Wanted Her Man"), in which Bebe Daniels and Victor Varconi appear as opposites.

Gene Gerard and Camilla Horn will be seen in "The Love Nest" on July 28, and on August 3 "I Spy" (the new title for "I was a Spy") will bring Ben Lyon and Sally Eilers on the screen together.

Thelma Todd and Stanley Lupino are due on August 8 in "You Made Me Love You," and on August 15 "The Pride of the Force" shows another instance of Leslie Fuller's popular humour. "My Old Duchess," the George Lacy film, will be screened on August 22.

STORNOWAY CHANGE

The Picture House, Stornoway, has been acquired by the company which owns the new Palladium, Dundee, and is to be reopened at an early date. It was formerly called the Lewis Picture House. The house is being completely renovated and reseated, while the latest sound equipment and projectors are being installed. The general manager is J. B. Milne.

Fay Wray in a scene from BELOW THE SEA (U.A.-Columbia)

LONDON TRADE SHOWS

New Offerings to be Screened between Thurs., July 6 and Wed., July 12

Thursday

Phantom of the Air (*Universal*)
Rialto. **10.30 a.m.**

The first three episodes of "Phantom of the Air," Universal's latest serial, are being screened on Thursday. The film is claimed to be a super air thriller. Few other pictures in the past have covered so many exciting phases of aviation or had so many air thrills. On top of which there is a grand story, with a cast headed by Tom Tyler, Gloria Shea (the ex-Ziegfeld Follies star), Hugh Enfield, William Desmond, Colonel Roscoe Turner (the air ace), and many others.

The Prince of Wales (*W. & F.*)
Marble Arch Pavilion. **8.45 p.m.**

The popularity of the Prince of Wales and the intrinsic merit of this film story of his public life ensures a large public for this picture which was assembled by Gaumont-British and the proceeds of which are to be devoted to the work of the National Council of Social Service.

The babyhood and boyhood of the Prince are treated briefly, but from the moment of the investiture at Carnarvon H.R.H.'s many activities are treated very representatively. His career as soldier, sportsman and ambassador are treated under these sections, and the latter part of the film dealing with his interest in social activities, and the closing military parade are given skilled treatment.

In the section dealing with his travels abroad, there are some very attractive scenic shots which add to the appeal of the Prince's personality, and some of the African pictures are from film records made by the Prince himself. Some point-to-point racing and golf scenes are of outstanding interest.

Friday

Speed Brent Wins; The Gallant Fool (*Pathe*)
Private Theatre. **10.45 a.m. and 2.30 p.m.**

Pathé's latest offerings in the way of action pictures" are "Speed Brent Wins" and "The Gallant Fool," which, although both star Bob Steele, are very dissimilar in character.

In "Speed Brent Wins," Bob Steele assumes the disguise of a gangster in order to track down a dangerous criminal whom he has unconsciously assisted to escape. Marion Byron, who plays the feminine lead, is also interested in the criminal because he robbed her uncle of 850,000 worth of bonds. Between them they bring the gang and its notorious leader to justice.

"The Gallant Fool"

Bob Steele takes the rôle of a circus artiste whose love affair with a beautiful trapeze actress (Arletta Duncan) is opposed by his father. The Circus plays Big Bend, although McDonald, the boss of that country, has warned them not to. Kit (Bob Steele) and his father do an aerial act, during which Kit's father is shot by someone in the audience. The culprit confesses that he was hired by McDonald to fire the shot. Kit confronts McDonald and demands the reason, but before he can answer, the gunman fires at Kit but hits McDonald, who falls mortally wounded. His death clears up the problems of the protagonists.

The Veteran of Waterloo (*Paramount*)
Carlton. **10.30 a.m.**

"The Veteran of Waterloo," adapted from Sir Arthur Conan Doyle's patriotic drama, "The Story of Waterloo," tells of a veteran of the victorious Third Guards, who relives his battles once again, to the accompaniment of stirring martial melodies. Jerrold Robertshaw, in the rôle of Corporal Gregory Brewster, the part played by the late Sir Henry Irving, is featured.

Norah Brewster, the grand-niece of the old corporal, is played by Joan Kemp Welch, and others in the cast are Minnie Rayner, Roger Livesey and A. B. Imeson, as Colonel of the Scots Guards.

Jennie Gerhardt (*Paramount*)
Carlton. **10.30 a.m.**

Sylvia Sidney plays the rôle of a woman whose attraction for men brings her more tragedy than happiness, in the screen version of Theodore Dreiser's famous novel, "Jennie Gerhardt," which was produced by B. P. Schulberg, with Marion Gering directing. Donald Cook, Mary Astor, H. B. Warner and Edward Arnold are featured.

The film follows the plot of the Dreiser novel faithfully. Jennie Gerhardt is a woman who hardly realises the effect of her beauty upon men. She yields to an elderly admirer who is in love with her, because of her gratitude for the assistance he gives her poverty-stricken family. But he is killed in an accident before they can be married. Starting her life anew, she is swept off her feet by the brother of her wealthy employer, and for years they enjoy their happiness until he learns of her child. His reaction to the news shatters their peaceful joy, and its effects on Jennie are tragic.

Tuesday

I Loved You Wednesday (*Fox*)
Private Theatre. **11 and 3.**

"I Loved you Wednesday" tells of a temperamental ballet dancer, who, imposed upon by a worthless philanderer in her student days, cherishes this, her first romance, as a thing of beauty. As time goes on the memory of that first love grows dimmer, until the sudden reappearance of the man unsettles her once more.

The highlights of the picture include an impressionistic panorama of the building of the Boulder Dam—a magnificent spectacle showing great masses of rock crashing down—and, by way of contrast, a lovely ballet, entitled "The Dance of the Maidens." The cast includes Elissa Landi and Warner Baxter, with Miriam Jordan, Victor Jory, and Laura Hope Crews. No fewer than three directors were engaged in the making of this picture. Henry King, who made "State Fair," was responsible for the general narration; William Cameron Menzies had charge of the special effects, while Sammy Lee, the noted dance director, handled the ballet sequence.

Double Exposure (*Butcher*)
Cambridge Theatre. **3 p.m.**

From advance reports, "Double Exposure," which Butcher's will present as above, promises to be an engrossing and neatly constructed drama with Evelyn Knapp starring as the resourceful little secretary of a lawyer-politician, played by Preston Foster. Her employer is out to expose graft and corruption, and refused to obey the dictates of the party machine.

In consequence, he lands himself into heavy trouble, and the denouncement in which an invention of considerable ingenuity figures is said to be both surprising and dramatic.

Quite a brilliant company of artistes, including Tully Marshal, Lane Chandler, Natalie Moorhead, Mischa Auer, Kit Guard, Jason Robards, Gwen Lee and Warner Richmond has been engaged to put this feature over with the maximum of conviction and reality.

The Woman I Stole; The Californian Trail (*U.A.-Columbia*)
Phœnix Theatre. **3 p.m.**

"The Woman I Stole" reveals Jack Holt as a swaggering, cock-sure king of the oil fields—a man used to having his own way. "Tampico," from which "The Woman I Stole" was adapted, is one of Joseph Hergesheimer's strongest stories of the constant rivalry and open fighting between two rival oil companies in an immense oil field. Lentz, business manager of the Alianza company, is a double-crosser, and Corew, his chief, is too much of a gentleman for the job. Into this situation enters Jim Bradier, who developed the oil fields and put Corew in his present position. He is attracted by Vida, Corew's lovely wife. Bradier discovers that Lentz, the business manager, is plotting against the company. In revenge Lentz hires an assassin to kill Bradier, but it is Corew who falls to the bullet. He had come to tell Bradier that he could have Vida—he is tired of her deceitful ways. How these two men make it up and become close pals provides a startling climax. Irving Cummings directed. Besides presenting Jack Holt and Fay Wray in the leading rôles, a powerful cast includes Donald Cook, Raquel Torres, Noah Beery, Edwin Maxwell, Charles Browne, Ferdinand Munier and Lee Phelps.

The Californian Trail

Buck Jones' latest picture from Columbia, entitled "The Californian Trail," is set in the tiny Californian town of La Loma about the middle of the last century, the Mayor and the Commandantes are attempting to force the peons to deed their land over to them by starving them and getting a monopoly on all the food and grain in the district.

A wealthy Don Marco Ramirez, who has spent his fortune buying food to keep the peasants alive, is killed, and his daughter, Dolores, becomes the centre of a series of intrigue, which are forestalled by Buck Jones, who goes through a series of thrilling adventures until he achieves the honour of being appointed Commandante himself. Buck Jones is supported by Helen Mack, George Humbert, Luis Alberni, Emile Chautard, Alan Garcia, Bob Steele and a host of other Western players. Lambert Hillyer directed.

Wednesday

It's Great to be Alive (*Fox*)
Private Theatre. **11 and 3.**

"It's Great to be Alive" is a riotously funny comedy played against a musical background, telling the story of a man who finds himself literally the last man on earth.

The film depicts a world populated entirely by women. This is the result of a dread epidemic which attacks males only, eventually wiping every man off the face of the earth, with the solitary exception of a pilot whose 'plane had been forced down on a lonely Pacific Island. He is found and brought back to civilisation. The situations which arise are ludicrously funny. William Kernell has written a tuneful score for the picture, which Alfred Werker directed.

I'll Stick to You (*British Lion*)
Cambridge Theatre. **3 p.m.**

Written by Michael Barringer, "I'll Stick to You," which features Jay Laurier and Betty Astell, has an entirely original story. It deals with the adventures of a girl who has been left a large sum of money on the condition that she marries a man with a similar amount. She seeks the aid of a matrimonial agent in her quest for a wealthy soul-mate. The man found for her is Adam Tipper, a glue manufacturer, who, though he is a leading light of the Latter Day Moralists, is singularly lacking in morals.

A big party is held at the "Garden of Eden Riverside Club," at which surprising complications occur. It turns out that the girl is really in love with a penniless inventor, and the party is her excuse for compromising Adam Tipper and getting him to give her lover a sum of money that is rightfully due to him for a glue formula he has invented.

Jay Laurier plays the part of the glue manufacturer. Betty Astell is the girl. Leslie Hiscott directed.

Below the Sea (*U.A.-Columbia*)
Cambridge Theatre. **8.45 p.m.**

Colour photography under the water is one of the features of the new Columbia picture, "Below the Sea," all seats at the Trade show of which will be numbered and reserved.

"Below the Sea" is an enthralling story of treasure on the ocean floor—a treasure closely guarded by an 18-ft. octopus. A German submarine goes to the bottom with half-a-million pounds in gold bars. Her captain and lieutenant are the sole survivors, swim ashore, but the treacherous captain kills his companion and secures the map. Twelve years later the Captain, Karl Schlemmer, reveals his secret to Lily, who runs a waterfront saloon. Lily brings to Schlemmer, Steve McCreary, a tough diver and salvage expert, who is brought into the scheme for recovery of the gold. The men are later engaged with a scientific expedition, on which Schlemmer gets the post of navigator and McCreary is hired as expert diver. They intend manœuvring as close as possible to the sunken submarine, salvage the treasure, and escaping in the yacht's tender. But romance in the shape of Diane Templeton, who financed the expedition, contrives to upset their plans, and in a series of terrific adventures, Steve manages to circumvent Schlemmer. One of the highlights of "Below the Sea" is a scene where a giant octopus attacks the diving bell, severing the 'phone and air connections.

Ralph Bellamy appears in the character of Steve McCreary, Fay Wray as Miss Templeton, and Fredrik Vogeding as Schlemmer.

H. B. Warner and Sylvia Sidney in JENNIE GERHARDT, the Paramount film version of the famous Theodore Dreiser novel

Evalyn Knapp, the heroine of DOUBLE EXPOSURE (Butchers)

Ann Carver's Profession

Fay Wray in New Columbia Film

AN original story by that brilliant dialogist, Robert Riskin, provides the theme for "Ann Carver's Profession," a new Columbia Picture, which United Artists will Trade show at the Cambridge Theatre on the evening of Thursday, July 13, at 8.45 p.m. All seats will be numbered and reserved.

Eddie Buzzell directed this appealing and strikingly different story of a gifted girl who takes everything a generous world has to offer, but objects to pay the price. "Lightning Bill" Graham, of football fame, could have had his choice of scores of wealthy girls, but chose Ann Carver, a pretty co-ed, who works in a lunchroom to help support her mother. Bill knows that fame and fortune are coming his way as an architect. But it is Ann who reaches the heights by the help of an old lawyer. Home life becomes strained when Bill realises that it is Ann's money that is keeping the home together. But he has a singing voice, and, in desperation, he takes his chance to capitalise on his singing voice by taking a £50 a week job at a night club. Ann is horrified and tries to shame him out of the idea one night at the club by tossing a couple of silver coins at his feet. The break comes—Bill leaves Ann for Carole Rogers, who is found dead under suspicious circumstances. The climax of this enthralling story comes when Bill is charged with the murder and when Ann Carver makes a triumphant effort for his rescue from the ultimate penalty.

Fay Wray, it is understood, makes a big hit in the leading rôle of "Ann Carver's Profession," while Gene Raymond reveals a hitherto hidden talent singing the popular "Love in the Moonlight" in the night club sequence. Other members of a notable cast include Claire Dodd, Arthur Pierson, Claude Gillingwater, Frank Albertson, Frank Conroy, Jessie Ralph, Robert Barrat, Edward Keane, and Diane Bori.

Preceding the screening of "Ann Carver's Profession" the two new Columbia featurettes will be shown, "Fifty Million Dollars Can't Be Wrong" (Lambs Gambol Series) and the latest Scrappy Cartoon, "The Wolf at the Door."

Three Big Films From Fox

Screenings in Enlarged Private Theatre

Fox will celebrate the opening of their new enlarged theatre in Berners Street by holding three Trade shows on successive days—July 11, 12 and 13. The subjects are:—

"I Loved You Wednesday," with Elissa Landi, Warner Baxter, Miriam Jordan, Victor Jory.

"It's Great to be Alive," with Raul Roulien, Gloria Stuart, Herbert Mundin, Joan Marsh and Edna May Oliver.

"Hold Me Tight," with Sally Eilers, James Dunn, Frank McHugh and June Clyde.

All these pictures will be screened at 11 a.m. and 3 p.m.

Prima Donna to Make Debut in "Paddy"

Mary McCormic, the famous grand opera prima donna and wife of Prince Serge Mdivani, has been engaged by Fox and will make her film debut in "Paddy the Next Best Thing," starring Janet Gaynor.

"Three Against Death"

Fox's Malayan production, "Man Eater," has had a change of title to the more graphic "Three Against Death."

This production, which took seven months to make on the Malayan Peninsula, features Marion Burns, Kane Richmond, Harry Woods, and was directed by Clyde E. Elliott, who had an important part in "Bring 'Em Back Alive."

"As Husbands Go"

Added to Jesse L. Lasky's important list of productions for Fox is Rachel Crothers' highly successful play, "As Husbands Go."

No cast or director have been decided upon, but Mr. Lasky will include star performers of the calibre he has engaged for "Berkeley Square" and "The Warrior's Husband."

FORTHCOMING M-G-M FILMS

Scenes from the new M-G-M line-up, Trade shows of which will shortly be announced. (1) *Kay Francis, Walter Huston and Nils Asther in STORM AT DAYBREAK.* (2) *Marie Dressler and Wallace Beery in TUGBOAT ANNIE.* (3) *John Barrymore in DARK TO DAWN.* (4) *Jean Harlow and Edmund Lowe in the all-star film version of DINNER AT EIGHT.* (5) *ESKIMO, an epic of the far north*

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THE KINEMATOGRAPH

FILM II

JULY 1933

TRADE SHOW OFFER

Title.	Renter.	Running Time.	Certificate.	Length.	Stars.	Box-Office Angle.	"Kine." Review.	Release Date.
Accidents Wanted	M-G-M	81 min.	A	7,400 ft.	Lee Tracy, Madge Evans, Frank Morgan	Very good popular booking, harmless for children.	June 29, 1933	Not Fixed
Adorable	Fox	85 min.	U	7,946 ft.	Janet Gaynor, Henri Garat, C. Aubrey Smith	Excellent general booking. Eminently suitable for children	June 29, 1933	Oct. 23, 1933
*Anne One Hundred	Paramount	64 min.	U	5,998 ft.	Betty Stockfeld, Gyles Isham, Evelyn Roberts	Useful supporting feature for the masses. Suitable for children	June 8, 1933	Not Fixed
Behind the Counter	P.D.C.	58 min.	A	5,178 ft.	Marian Marsh, Joan Marsh, Allen Vincent	Sound supporting feature. Juvenile appeal negligible	June 8, 1933	Not Fixed
*Beware of Women	First National	52 min.	U	4,643 ft.	Jack Hobbs, Pat Patterson, Mike Johnson	Light supporting offering for popular halls. Unobjectionable for children	June 1, 1933	Oct. 2, 1933
Big Thrill, The	British Lion	60 min.	U	5,500 ft.	James Murray, Joan Marsh, Jackie Searle	Useful supporting feature for the masses. Safe for children	June 15, 1933	Not Fixed
Big Town	Universal	54 min.	A	4,918 ft.	Lester Vail, Francis Dade	Supporting feature for small halls. Unsuitable for children.	June 15, 1933	Not Fixed
Black Beauty	Pathé	65 min.	U	6,187 ft.	Esther Ralston, Alexander Kirkland	Good programme proposition for the majority with a strong appeal to juveniles	June 15, 1933	Not Fixed
Black Ghost, The	Radio	52 min.	U	4,705 ft.	Creighton Chaney	Popular juvenile Western	June 1, 1933	Not Fixed
*Britannia of Billingsgate	Gaumont-Ideal	80 min.	U	7,125 ft.	Violet Loraine, Gordon Harker	Sound popular comedy for patrons of all ages	June 29, 1933	Not Fixed
*Call Me Mame	Warner	55 min.	A	5,366 ft.	Ethel Levy, John Batten, Dorothy Bartlam	Supporting feature for uncritical audiences Unsuitable for Children.	June 8, 1933	Not Fixed
Christopher Strong	Radio	78 min.	A	6,978 ft.	Katharine Hepburn, Colin Clive, Billie Burke	Excellent general booking, but oneof little interest to juveniles	June 8, 1933	Not Fixed
Destination Unknown	Universal	60 min.	A	5,309 ft.	Ralph Bellamy, Pat O'Brian	Moderate sea-story proposition. No juvenile attraction	June 15, 1933	Not Fixed
Devil's Playground	Gaumont-Ideal	52 min.	U	4,792 ft.	——	Good supporting feature for good-class and specialised halls. One with strong juvenile interest	June 8, 1933	Not Fixed
Diplomaniacs	Radio	61 min.	A	5,468 ft.	Wheeler and Woolsey	Capital light booking for all classes. Nothing to harm children	June 8, 1933	Not Fixed
Don Quixote	U.A.	80 min.	U	7,072 ft.	Feodore Challapine, George Robey, Sidney Fox	Outstanding proposition for intelligent audiences. Above the heads of children	June 1, 1933	Sept. 25, 1933
*Dora	H. & G.	40 min.	U	3,700 ft.	Sydney Fairbrother, Kenneth Kove, Dodo Watts	Quota supporting offering for family halls, but of little juvenile interest	June 1, 1933	Not Fixed
*Doss House	M-G-M	54 min.	A	4,768 ft.	Arnold Bell, Herbert Franklyn, Edgar Driver	Safe supporting offering. Unsuitable for children	June 29, 1933	Not Fixed
Dude Bandit, The	Universal	65 min.	U	5,803 ft.	Hoot Gibson, Gloria Shea	Usable supporting offering. Safe stuff for children	June 8, 1933	Aug. 28, 1933
Eagle and the Hawk, The	Paramount	65 min.	A	5,701 ft.	Fredric March, Cary Grant, Jack Oakie	Outstanding picture, particularly for high-class halls	June 29, 1933	Nov. 27, 1933
Eleventh Commandment, The	Gaumont-Ideal	67 min.	A	6,360 ft.	Marian Marsh, Theodore von Eltz, William V. Mong	Useful second feature for the masses, but juvenile appeal nil	June 1, 1933	Not Fixed
Ex-Lady	Warner	65 min.	A	6,040 ft.	Bette Davis, Gene Raymond, Frank McHugh	Average light entertainment. Unsuitable for children	June 1, 1933	Not Fixed
*Facing the Music	Wardour	68 min.	U	6,207 ft.	Stanley Lupino, Nancy Burne, Jose Collins	Capital comedy booking for all classes	June 15, 1933	Not Fixed
*Falling for You	W. & F.	88 min.	U	7,900 ft.	Jack Hulbert, Cicely Courtneidge, Tamara Desni	Excellent light booking. Capital stuff for children.	June 22, 1933	Sept. 17, 1933
Fargo Express	Gaumont-Ideal	60 min.	U	5,546 ft.	Ken Maynard, Helen Mack, Paul Fix	Useful supporting feature. Safe entertainment for children	June 8, 1933	Not Fixed
Fighting President, The	Universal	40 min.	U	3,000 ft.	——	Topical short feature	June 22, 1933	Released immediately
*Follow the Lady	Fox	50 min.	A	4,484 ft.	Billy Hartwell, Marguerite Allen	Useful quota second feature. Hardly suitable for Children	June 29, 1933	Not Fixed
Forgotten	Universal	65 min.	U	6,260 ft.	June Clyde, William Collier, Jnr., Lee Kohlmar	Good booking for the masses. Suitable for children	June 22, 1933	Not Fixed
Gabriel Over the White House	M-G-M	92 min.	A	8,370 ft.	Walter Huston, Karen Morley, Franchot Tone	Excellent booking for high-class halls, and one with tremendous possibilities for others. Outside the understanding of children	June 22, 1933	Not Fixed
Gold Diggers of 1933	First National	98 min.	A	8,810 ft.	Joan Blondell, Ruby Keeler, Warren William, Dick Powell	Strong appeal on its own attraction, also as successor in famous line. Not for children	June 29, 1933	Jan 1, 1934
*Great Stuff	Fox	50 min.	U	4,514 ft.	Henry Kendall, Betty Astell	Useful supporting feature. Suitable for children	June 29, 1933	Not Fixed
*Hawleys of High Street	Wardour	67 min.	U	6,137 ft.	Leslie Fuller, Amy Veness, Moore Marriott	Good comedy booking for the masses with star pull. Will please children	June 1, 1933	Not Fixed
*High Finance	First National	67 min.	A	6,102 ft.	Gibb McLaughlin, Ida Lupino	Average supporting feature for masses. Unlikely to appeal to children	June 15, 1933	Nov. 6, 1933
*I Lived With You	W. & F.	100 min.	A	—	Ivor Novello, Minnie Rayner, Ursula Jeans	Excellent popular booking. Hardly suitable for children	June 22, 1933	Jan 1, 1934
I Love that Man	Paramount	64 min.	A	5,900 ft.	Edmund Lowe, Nancy Carroll	Average programme booking, with star values. Unsuitable for children	June 15, 1933	Nov. 6, 1933
Intruder, The	Gaumont-Ideal	60 min.	A	5,375 ft.	Monte Blue, Lila Lee, Arthur Housman	Acceptable supporting feature for the masses. Unsuitable for children	June 8, 1933	Not Fixed
*It's a Boy	W. & F.	80 min.	A	7,280 ft.	Leslie Henson, Albert Burdon, Ed. Everett Horton	Capital comedy for all classes, with strong exploitation angles. Safe for children	June 22, 1933	Oct. 23, 1933
King Murder, The	Universal	67 min.	A	6,133 ft.	Conway Tearle, Natalie Moorhead, Robert Fraser	Good two-feature programme proposition. Not suitable for children	June 22, 1933	Not Fixed
King of the Arena	Universal	64 min.	U	5,607 ft.	Ken Maynard Lucille Brown	Good second feature for popular halls. Excellent for juveniles	June 22, 1933	Not Fixed
King of the Jungle	Paramount	68 min.	U	6,240 ft.	Buster Crabbe, Frances Dee	Unusual proposition with strong mass appeal. Should be enjoyed by the youngsters.	June 15, 1933	Not Fixed
Kroo	Stanl Pyramid	50 min.	U	——	——	Average travel feature for any hall. Suitable for Children.	June 15, 1933	Not Fixed

WHAT'S RELEASED I

Date.	Title.	Renter.	Reg. No.	Running Time. Min.	Certificate.	Length. Feet.	Stars.	Posters.	"Kine." Review Date.
July 24	Air Hostess	U.A.	F.8494	66	U	6,120	Evalyn Knapp, James Murray	——	Mar. 9, 1933
,, 10	As the Devil Commands	U.A.	F.8482	70	A	6,296	Alan Dinehart, Mae Clarke	——	Mar. 2, 1933
,, 3	Atlantide	A.P.D.	F.8256	80	A	7,300	John Stuart, Brigitte Helm, Gibb McLaughlin	1/12, 1/6	Dec. 22, 1932
,, 3	Before the White Man Came	Wardour	—	40	U	3,800	——	1/6	Apr. 13, 1933
,, 17	Billion Dollar Scandal, The	Paramount	F.8435	35	A	6,942	Robert Armstrong, Constance Cummings	1/48, 1/12, 1/6	Feb. 9, 1933
,, 31	Blondie Johnson	First National	F.8500	66	A	6,028	Joan Blondell, Chester Morris	1/48, 1/12, 1/6	Mar. 9, 1933
,, 10	Devil is Driving, The	Paramount	F.8410	60	A	5,690	Edmund Lowe, Wynne Gibson	1/48, 1/12, 2/6	Feb. 9, 1933
,, 3	*Double Bluff	Universal	Br.8557	34	U	3,161	Carol Coombe	——	Mar. 30, 1933
,, 17	East of Fifth Avenue	U.A.	F.8493	65	A	5,660	Leo Carrillo, Dickie Moore	——	Mar. 2, 1933
,, 10	Employees' Entrance	First National	F.8391	63	A	6,735	Loretta Young, Warren William	1/48, 1/12, 1/6	Feb. 9, 1933
,, 31	Endurance	W. & F.	—	60	U	5,670	Sir Ernest Shackleton	1/6	Mar. 9, 1933
,, 3	Forbidden Company	Ideal	F.8388	67	U	6,283	Sally Blane, John Darrow	——	Feb. 9, 1933
,, 24	Grand Slam	Warner	F.8414	66	U	6,102	Loretta Young, Paul Lukas	1/48, 1/12, 1/6	Feb. 16, 1933
,, 10	Happy Days are Here Again (Re-issue)	M-G-M	F.3709	89	U	8,806	Marie Dressler, Polly Moran, Bessie Love, Charles King	1/48, 1/12, 2/6	
,, 31	Hello Everybody	Paramount	F.8489	70	U	6,272	Kate Smith, Randolph Scott	1/48, 1/12, 1/6	Mar. 2, 1933
,, 3	Humanity	Fox	F.8599	80	A	6,460	Boots Mallory, Ralph Morgan, Alexander Kirkland	2/6, 1/12, 1/48	Apr. 6, 1933
,, 17	Iron Master	Gaumont-Ideal	F.8526	67	U	6,136	Reginald Denny, Lila Lee	——	Mar. 23, 1933
,, 10	Ladies They Talk About	Warner	F.8407	70	A	6,280	Barbara Stanwyck, Preston Foster	1/48, 1/12, 1/6	Feb. 9, 1933
,, 31	Legion of the Lost	Wardour	F.8571	75	A	6,213	Ivan Mosjoukin	1/48, 1/12, 1/6	Mar. 30, 1933
,, 10	*Letting In the Sunshine	Wardour	Br.8466	75	U	6,680	Albert Burdon, Renee Gadd, Molly Lamont	1/48, 1/12, 1/6	Feb. 23, 1933
,, 31	*Little Miss Nobody	Warner	Br.8467	50	U	4,796	Winna Winfried, Sebastian Shaw	1/6	Feb. 23, 1933

* Titles marked with an asterick denote British Pictures.

KINEMATOGRAPH WEEKLY'S MINDEX

JULY 1933

TO NOW OFFERS—JUNE, 1933

The Trade's one and only guide to all sections of the industry

THE KINE YEAR BOOK FOR 1933

Title.	Renter.	Running Time.	Certificate.	Length.	Stars.	Box-Office Angle.	"Kine." Review.	Release Date.
Lilly Turner	First National	63 min.	A	5,694 ft.	Ruth Chatterton, George Brent, Frank McHugh	Safe entertainment for the masses with star pull. Unsuitable for children	June 15, 1933	Nov. 20, 1933
*Love Wager, The	Paramount ..	64 min.	U	5,802 ft.	Pat Patterson, Wallace Douglas, Morton Selton	Moderate quota booking for small halls. Harmless for children	June 22, 1933	Not Fixed
*Lucky Number	Gaumont-Ideal	75 min.	U	6,535 ft.	Clifford Mollison, Joan Wyndham, Gordon Harker	Very good general booking. Safe for children	June 1, 1933	Aug. 21, 1933
*Maid Happy	W.P.	75 min.	A	6,728 ft.	Charlotte Ander, Johannes Riemann, Marjorie Mars	Light booking for populous areas. Little appeal to children	June 22, 1933	Not Fixed
*Man Outside, The	Radio	53 min.	A	4,781 ft.	Henry Kendall, Gillian Lind	Good supporting offering. No juvenile appeal.	June 8, 1933	Not Fixed
Merry Monarch, The	U.A.	75 min.	A	6,750 ft.	Emil Jannings, Sidney Fox, Armand Bernard	Moderate comedy booking with star values. Beyond the understanding of children	June 29, 1933	Oct. 30, 1933
Midnight Warning	Universal ..	65 min.	A	5,349 ft.	William Boyd, Claudia Dell	Useful popular supporting feature. Harmless; but not for children	June 15, 1933	Not Fixed
My Lucky Star	W. & F. ..	64 min.	U	——	Florence Desmond, Carol Coombe	Good comedy booking as support. Suitable for children	June 22, 1933	Not Fixed
Night of Terror	U.A. Columbia	60 min.	U	5,580 ft.	Bela Lugosi, Sally Blane, Wallace Ford	Sound two-feature programme proposition. Unsuitable for children	June 15, 1933	Not Fixed
Only Girl, The	W. & F. ..	82 min.	U	7,380 ft.	Lilian Harvey, Charles Boyer, Mady Christians	Pleasant entertainment for the better-class patron. Attractive title and star. Unsuitable for children	June 22, 1933	Not Fixed
Peg O' My Heart	M-G-M ..	87 min.	U	7,829 ft.	Marion Davies, Onslow Stevens, J. Farrell MacDonald	Excellent general booking for young and old alike	June 22, 1933	Nov. 27, 1933
Picture Snatcher	Warner ..	70 min.	A	6,408 ft.	James Cagney, Patricia Ellis, Ralph Bellamy	Very good booking for the masses, one with a star that matters at the box-office. Not suitable for children.	June 15, 1933	Not Fixed
Pilgrimage	Fox	95 min.	A	8,713 ft.	Henrietta Grossman, Norman Foster, Marion Nixon	Good general booking, particularly for women. Unsuitable for children	June 29, 1933	Aug. 28, 1933
Rasputin—the Mad Monk ..	M-G-M.. ..	99 min.	A	8,936 ft.	John Barrymore, Ethel Barrymore, Lionel Barrymore	Very good popular booking with stars and title, which mean something at the box-office. Hardly suitable for children	June 29, 1933	Nov. 6, 1933
Rebel, The	Universal ..	75 min.	A	6,614 ft.	Vilma Banky, Luis Trenker, Victor Varconi	Very good booking for high-class halls. Suitable for children	June 29, 1933	Not Fixed
Safety Last	British Lion ..	69 min.	U	5,400 ft.	Harold Lloyd, Mildred Davis	Useful supporting feature for the masses. Excellent for the child patron	June 1, 1933	Not Fixed
Secrets of Wu Sin, The	Universal ..	64 min.	A	5,898 ft.	Lois Wilson, Grant Withers, Robert Warwick	Good supporting feature for the masses. Unlikely to appeal to children	June 29, 1933	Not Fixed
Shadow Laughs, The	Universal ..	64 min.	A	5,951 ft.	Hal Skelly, Rose Hobart	Useful supporting feature for the masses. Juvenile appeal negligible	June 15, 1933	Not Fixed
Shriek in the Night, A	Gaumont ..	68 min.	A	6,262 ft.	Ginger Rogers, Lyle Talbot, Purnell Pratt	Good average programme booking. Juvenile appeal slight	June 15, 1933	Not Fixed
Silk Express, The	First National	60 min.	A	5,581 ft.	Neil Hamilton, Sheila Terry, Guy Kibbee	Good average programme booking. Hardly suitable for children	June 15, 1933	Nov. 6, 1933
*Sleeping Car	Gaumont-Ideal	83 min.	A	7,472 ft.	Ivor Novello, Madeline Carroll	Good programme booking with strong star appeal. No attraction to children	June 1, 1933	Not Fixed
Song of the Eagle	Paramount ..	70 min.	A	6,307 ft.	Jean Hersholt, Charles Pickford, Richard Arlen, Mary Brian	Good popular booking, but hardly suitable for children	June 1, 1933	Oct. 2, 1933
Son of the Border	Radio	55 min.	U	5,986 ft.	Tom Keene, Julie Haydon, David Durand	Good Western attraction. Eminently suitable for children	June 8, 1933	Not Fixed
*Stickpin, The	Fox	43 min.	A	3,980 ft.	Henry Kendall, Betty Astell, Lawrence Anderson	Attractive supporting offering. Harmless for children	June 29, 1933	Not Fixed
Strange People	Universal ..	66 min.	A	5,926 ft.	Hale Hamilton, John Darrow, Gloria Shea	Safe two-feature programme booking. Unsuitable for children	June 22, 1933	Not Fixed
*Summer Lightning	U.A.	77 min.	U	7,004 ft.	Ralph Lynn, Winifred Shotter, Horace Hodges	Good light attraction. Very good booking for children	June 1, 1933	Not Fixed
Sundown Rider	U.A., Columbia	67 min.	U	6,120 ft.	Buck Jones, Barbara Weeks	Good supporting feature. Particularly Suitable for children	June 15, 1933	Not Fixed
Supernatural	Paramount ..	55 min.	A	5,063 ft.	Carole Lombard, Allen Dinehart, H. B. Warner	Good popular booking, but not for children	June 29, 1933	Not Fixed
Sweepings	Radio	80 min.	A	7,231 ft.	Lionel Barrymore ..	Very good high-class booking. Not recommended for children	June 8, 1933	Not Fixed
*Television Follies, The	English ..	45 min.	U	4,000 ft.	George Carney, Leslie Day	Average appeal in popular programme. Safe for Children	June 29, 1933	Not Fixed
*Three Men in A Boat	A.B.F.D. ..	58 min.	U	5,443 ft.	Edmond Breon, William Austin, Iris March, Lionel Atwill	Adequate supporting entertainment for most audiences. Obvious juvenile appeal	June 1, 1933	Not Fixed
Vampire Bat, The	P.D.C. ..	58 min.	A	5,537 ft.	Lionel Atwill, Melvyn Douglas, Fay Wray	Good popular booking, but unsuitable for children	June 1, 1933	Not Fixed
Viennese Waltz	Wardour ..	80 min.	U	7,430 ft.	Michael Bohnen, Lee Parry	Good booking for high-class halls with strong title. Suitable for children	June 15, 1933	Not Fixed
*Waltz Time	W. & F. ..	80 min.	A	7,372 ft.	Evelyn Laye, Fritz Schultz	Strong booking for high-class halls and sound star and title proposition for others. Safe but unsuitable for children	June 15, 1933	Sept. 4, 1933
Warrior's Husband, The	Fox	68 min.	U	6,265 ft.	Elissa Landi, Ernest Truex, Marjorie Rambeau	Good light booking, particularly for high-class halls. Humour beyond the understanding of juveniles	June 29, 1933	Not Fixed
When Ladies Meet	M-G-M.. ..	85 min.	A	7,633 ft.	Robert Montgomery, Ann Harding, Myrna Loy	Excellent booking, particularly for high-class halls. Unsuitable for children	June 8, 1933	Dec. 11, 1933
Working Man, The	Warner ..	78 min.	U	7,062 ft.	George Arliss, Bette Davis, Theodore Newton	Outstanding box-office proposition, with irresistible juvenile and adult appeal	June 15, 1933	Not Fixed

"Kine." Review Date.	Release Date.
Not Fixed	Not Fixed
Oct. 23, 1933	Oct. 23, 1933
Not Fixed	Not Fixed
Not Fixed	Not Fixed
Oct. 2, 1933	Oct. 2, 1933
Not Fixed	Not Fixed
Not Fixed	Not Fixed
Not Fixed	Not Fixed

PRICE CUTTING NOW AN URGENT PROBLEM

Leeds Branch Sending Special Deputation

PRICE cutting in kinemas and the increased charges being made for carbons formed the chief topics of discussion at a meeting of the Leeds and district branch of the C.E.A. on Friday. JOHN CLAUGHTON presided.

The SECRETARY read a letter from A. DENT, manager, in which he pointed out that Wardour Films was in agreement with the C.E.A. that no film should be rented at a higher percentage than 40.

The CHAIRMAN pointed out that Wardour was the only firm to take this attitude, and exhibitors would remember that it was also the first firm to abolish guarantees.

It was unanimously decided to write a letter of appreciation to the firm.

Good Citizenship

Arrangements have been made with the local Education Authority for the use of kinemas in connection with Safety First Week, and the CHAIRMAN reminded the meeting that the Public Health Department in Leeds would shortly be asking again for the co-operation of exhibitors in the showing of films regarding Health Week in Leeds. He expressed the opinion that members of the association would be well advised to give this their support.

Film Institute

The attention of the meeting was called to a conference to be held in St. William's College, York, on July 15, under the auspices of the Yorkshire Conference on the Film in National Life—an outcome of the newly formed Film Institute. The chair on this occasion would be occupied by the Archbishop of York, and the speakers will be A. C. Cameron (Secretary for Education at Oxford), Richard K. Law, M.P. (South-West Hull), and Charles P. Metcalfe. Prior to the conference a number of educational and general interest films will be screened at the Tower Cinema in York.

Mr. METCALFE said that similar meetings had been held in Wales and other parts of the country, and the CHAIRMAN expressed the opinion that it was a desirable thing that the Trade should be directly represented at such a meeting.

The CHAIRMAN: It would be very unwise if as a trade we were not represented at these gatherings. If there is someone there who understands the Trade it should at least be helpful.

Mr. METCALFE pointed out that under the Sunday Opening Act a sum of 5 per cent. was set aside to be used to promote the interests of films and to see that films were employed generally for the benefit of the nation. The Film Institute had been formed for the purpose of administering this fund and expending the money in the proper direction.

It was the view of the General Council that the C.E.A. ought to be represented in order to ensure, as far as possible, that the money was spent to the best possible advantage.

The meeting approved Mr. Metcalfe's participation in the forthcoming conference.

Firm on Rentals

Reporting on the General Council meeting and the Summer Conference at Glasgow, Mr. METCALFE said that exhibitors were solidly in favour of the Birmingham resolution, and absolutely determined that there should be no more 50 per cents. It also seemed to be the accepted opinion that the most effective way of securing useful action in this matter was by holding area meetings.

He (Mr. Metcalfe) had attempted to raise the question of price-cutting in kinemas, but was surprised to find that delegates to the conference were not inclined to discuss it.

The Exhibition

One of the most valuable features of this year's conference was the Trade exhibition at which considerable attention was paid to rectifiers. He believed that the use of rectifiers was going to make a big difference to the Trade.

The Carbon Situation

The point of view of the carbon manufacturers was that they had been trading at a loss and had been compelled in their own interests to increase the charges. This was a serious matter for many exhibitors, and a Committee of the General Council had been formed to investigate the possibility of securing supplies of carbons through the C.E.A. and distributing them to the members.

He had been appointed a member of the committee of inquiry, but candidly the more he saw of the position, the more difficult it seemed to be. All the manufacturers of carbons were in a very tight little ring, and it was going to be difficult to do anything to bring about a change for the benefit of the Trade. It looked as if the prices of carbons to exhibitors would be increased by anything from 50 to 75 per cent.

Provincial Trade Shows

Supplementing the report, ARTHUR CUNNINGHAM said that one of the most important features at Glasgow was the determination of the Trade to see that important Trade shows of new films were not discontinued in the provinces. If it became the recognised custom not to Trade show new films in the provinces, and exhibitors were compelled either to book films without seeing them, or else to go to London to see them, it was going to be a very serious matter. Personally, he was hopeful that this movement on the part of the renters would be effectively scotched.

Referring to the attendance of the public at Trade shows, Mr. Cunningham said that during the conference there was a Trade show in Glasgow at which there were about 3,000 people present. Prior to the show the manager of the hall assured him that no dead-heads would be admitted, but from the point of view of the attendance of dead-heads, it was the worst show he had ever seen.

Regarding the question of carbons, he suggested that the C.E.A. might secure some advantage by reporting the matter to the Board of Trade.

They might be able to secure some assistance through the medium of the Tariff Commissioners, who might assist them to get supplies of carbons from Hungary or Austria.

Admission Prices

As regarded price-cutting, he was sorry to say that there were many places in the country where it was much worse than it was in Leeds. He knew of one centre where they were letting people in to all parts of the theatre at a charge of twopence. Generally the excuse made was it was to help the unemployed.

It was decided unanimously to send a cordial vote of thanks to the Scottish branch for their hospitality during the conference.

E. GREENWOOD inquired if Mr. Metcalfe had any information to give the meeting as to the line of action the General Council committee were likely to pursue.

Mr. METCALFE: I suppose that first of all we shall approach the manufacturers, and if we can't get any satisfaction there, then it will have to be a fight. It may be that we shall go to the Tariff Commissioners.

It might be a useful thing to put an inquiry through to the foreign consuls and ascertain if they can put us in touch with supplies of carbons about which at present we know nothing. He himself did not see how they could get over the difficulty unless they manufactured carbons for themselves.

Mr. GREENWOOD: It is high time that some official was appointed to buy accessories for the members of the C.E.A.

The CHAIRMAN: No doubt all these things will be discussed by the committee when it meets.

Renters' Co-operation

Mr. GREENWOOD inquired regarding the cutting of prices in kinemas—notably in South Leeds—if it was the intention to approach the renters and seek their co-operation if the area meetings on the subject failed to reach agreement. Before they were approached in such a matter members ought to have an opportunity of discussing whether or not such a step was desirable.

The CHAIRMAN replied that the renters' help would not be sought until the branch as a whole had sanctioned such a step.

Mr. METCALFE: Those exhibitors who are up against price cutting are literally starving for customers, and this is a matter that cannot be held up much longer.

I am not going to sit down and see my patrons stolen away by price-cutting. Unless some decision is reached quickly in this matter I shall approach the renters on my own behalf and ask for their assistance.

Mr. HARRISON: This is one of the most serious problems we have to face. The trouble is that people are being encouraged to expect their entertainment for nothing. Unless we succeed in checking this cheapening of our entertainment, we shall soon find that we are no longer masters of our own businesses. Another point is that the lower you make your prices and the cheaper you make your entertainment, the more serious will be the criticism from the public. The public never think anything at all of entertainment that is too cheap.

Mr. METCALFE: The position for most exhibitors who are up against price-cutting is that unless they get some agreement on the subject, they will have to economise on staffs and wages.

It was decided to call area meetings throughout the branch as early as possible to discuss this question, and the SECRETARY reported he had made arrangements to call these meetings within the next week or two. He suggested that the Barnsley area, to which Mr. Metcalfe had referred, should be the first to be dealt with.

It was decided to send a special deputation to Barnsley for the purpose of trying to secure some agreement regarding prices.

Fay Wray and Ralph Bellamy in BELOW THE SEA (U.A.-Columbia), Trade shown this week

A DONCASTER MEETING FOR SHEFFIELD BRANCH

POLLARD'S NOMINATION FOR V.-P. PROPOSED

ISY GRAHAM

THE innovation of the Sheffield branch in meeting outside the city was attended with considerable success.

The meeting was held at the Danum Hotel, Doncaster, last week, and practically every exhibitor in the district was present, in addition to a large number from Sheffield.

Claude Barker, the chairman, was unable to attend, and SYDNEY KIRKHAM presided. He was supported by F. McDonald, treasurer, A. R. Favell (delegate), Isy Graham and the Secretary (Arnold R. Favell).

Arising out of the minutes, the SECRETARY explained why the hospital collections at Sheffield kinemas during Civic Week had not taken place as arranged. Several other hospital collections were taking place that week, and it was suggested that the C.E.A. collections might be postponed until the autumn. A resolution to this effect was carried unanimously.

Wedding Congratulations

ISY GRAHAM said he had read in the *Kine.* that a daughter of A. R. Walker was married recently. Mr. Walker was one of their most active members, and he moved that a letter of congratulation be sent to him and his daughter. W. T. GENT seconded, and this was agreed.

General Council Matters

A. R. FAVELL mentioned several subjects of interest arising out of the meeting of the General Council: A suggestion that Joe Pollard, who was one of their members, in addition to being a member of the Notts. and Derby branch, was being pressed to accept nomination as the National Vice-President; the price of carbons; and the unsatisfactory result of their efforts to get the Entertainments Tax amended.

Mr. Favell paid high tribute to the work of Mr. Pollard, who, he said, was the greatest friend the small exhibitor had on the General Council.

While attending the Conference he had received a telegram from Harry Heath, of the Cinema House, Sheffield, urging that the Council should be invited to hold the next Summer Conference at Buxton. He sounded several members of the Council, and was told that the President usually had the prerogative as to where the Conference should take place. Mr. Harrison was a Lancashire man, and might prefer Blackpool or the Isle of Man. Should Mr. Pollard be successful as Vice-President, the Conference might be held at Buxton later.

The Tax Vote

"The Sheffield Members of Parliament either voted in a way contrary to their promise, stayed away, or did not vote at all, and should be taken to task," he said.

Honour Where it is Due

WILFRED BRYAN said there were M.P.s who not only kept their promises, but worked extremely hard to get the tax taken off the cheaper seats. They owed Cecil Pike, M.P., and Tom Williams a debt of gratitude for their help, and members should show their appreciation.

J. GIBSON: Thanks should also be sent to G. H. Hirst, T. W. Grundy and Ald. W. Dobbie, all of whom kept their promises and helped in the fight.

After some further discussion, it was decided, on the proposition of WILFRED BRYAN, seconded by J. GIBSON, to write, thanking the M.P.s who had helped, and write the others, deploring the fact that they failed to keep their pledge.

W. A. SHARPE urged that steps should be taken to let patrons know how their local M.P.s had voted in this matter, for while, naturally, they knew the petitions they signed had not been successful, they did not know that in many cases their own M.P. had let them down.

E. J. WEST proposed that each kinema should, either by slides or some other method, let their patrons know how their M.P. voted with regard to the tax.

The CHAIRMAN seconded the resolution, which was carried unanimously.

Rentals

Mr. Favell closed his remarks with a stirring appeal that Sheffield should endorse the Birmingham resolution and not pay more than 40 per cent. for film programmes. Practically every branch of the C.E.A. had now put it into operation and the resolution was endorsed at the Conference.

In Leeds they had worked in districts so successfully that 90 per cent. of the members had agreed. He expressed confidence that similar unanimity could be achieved at Sheffield if they only tackled the matter in a proper manner.

ISY GRAHAM moved that the Secretary be instructed to circularise members of the branch, emphasising the necessity of seeing that the censor's certificate was attached and shown with all films. This was seconded by J. GIBSON, and carried.

Carbons

Dealing with prices and discounts of carbons, Mr. GRAHAM proposed that concrete evidence of their approval of the action of Ship Carbons should be given by handing over to them all the business they could.

The CHAIRMAN said he was not sure that Ship Carbons were selling at a discount now.

A. R. FAVELL suggested that no action should be taken by the branch with regard to carbons until the General Council had had an opportunity to deal with the matter.

ISY GRAHAM said, under those circumstances, he would withdraw his resolution, but hoped they would not have to pay more.

Next Year's Vice-President

Proposing that Joe Pollard should be nominated by the branch as National Vice-President, W. T. GENT spoke in high praise of Mr. Pollard's years of service on behalf of the Industry and his public work. Mr. Pollard, he said, had only recently completed two years as Mayor of Mansfield, and they were already talking about inviting him again, which was a proof of his ability.

ISY GRAHAM seconded, and Coun. H. MINNEY supported. The latter said he had known Mr. Pollard intimately for over twenty years. He was a man of great integrity, and possessed a determination which got things done.

A. R. FAVELL and others paid tribute to Mr. Pollard, and Mr. Gent's resolution was carried unanimously.

Cutting Admission Prices

The SECRETARY, in giving a report of the Secretaries' Conference, dealt particularly with the cutting of admissions. A Joint Committee of the K.R.S. and C.E.A. would deal with these cases, and the K.R.S. would take action against any exhibitor who deliberately tried to do his opposition down by cutting admission prices.

Mr. Favell also dealt with the suggestion with regard to income-tax allowance and kinema machinery, saying this differed considerably in various parts of the country, and that he thought Sheffield exhibitors were favourably treated.

Film Rentals

W. T. GENT said that, with so many new faces present, a discussion on the Birmingham resolution, might bring out some new opinions. "We are living in abnormal times," he said, "and unless we do something for ourselves, we cannot go on. Sheffield, with its 60,000 unemployed, which represented 11 per cent. of its entire population, had been very hard hit by the prolonged industrial depression, particularly the working-class suburban areas. The remaining portion of South Yorkshire covered by the branch was in a similarly bad state owing to the depression in the coal industry.

His son had contributed an article to the *Kine*, advocating a sliding scale. No doubt many of them had read this, and his son would be glad to give further particulars if desired. Everyone was agreed that film rentals were too high, and the only thing to do was to bring them down to a scale more adequate to all concerned. After citing instances of how film rentals were hitting exhibitors, Mr. Gent submitted the 40 per cent. resolution adopted at the Conference, and proposed that this should be endorsed by the meeting.

The CHAIRMAN said, to make such a resolution effective, it was essential that proper notice should be given to the members of the intention to discuss it. The better way would be for Mr. Gent to table his resolution at a special meeting, which he hoped would be held shortly.

WILFRED BRYAN said they all wanted equitable film rentals, but it was useless discussing such a resolution without the local circuit bookers being present.

W. T. GENT said he would accept the Chairman's suggestion and withdraw the resolution, reserving the right to table it again at a special meeting.

E. H. WEST said Doncaster and the South Yorkshire townships were keenly interested, and suggested that the special meeting should be held in the afternoon, so that the members from those districts would be able to get to Sheffield.

The CHAIRMAN promised this should be done, and, after some further discussion, the meeting was provisionally arranged for Friday afternoon, July 7, at the Grand Hotel.

Kine-Variety

Coun. H. MINNEY asked if any of those present staged variety turns in the same programme as films, and what arrangements they made with renters. He said this was being done in North Derbyshire, and things were so bad he was inclined to try it, his receipts having fallen from £200 to £60 a week.

E. H. WEST said he had tried mixed programmes, but found they did not pay. The principal reason for this was that, where the film programme was changed on Thursday, patrons would not come a second time, having already seen the variety part of the programme.

WILFRED BRYAN said, if Mr. Minney wished to try variety, most renters would make an allowance towards the cost, roughly about the same percentage as they were obtaining for the film.

Entertainment Tax Fight

WEST LANCS UNREMITTING

British Films: An Unsolicited Testimonial

PLANS for next year's entertainment tax campaign were discussed by the West Lancashire branch at their meeting in Preston. Concentration on personal interviews to local Members of Parliament throughout the country was strongly advocated. Allegations that the Quota Act had done nothing to prevent block booking were also made

K. BARRIE (Theatre Royal, Preston), who urged the importance of personal contact, alluded to an interview which he and H. P. Lennon (New Victoria, Preston) had recently with Adrian C. Moreing, junior member for Preston. They approached him to find his reasons for voting against the reduction.

"I came to the conclusion," said Mr. Barrie, "that had we devoted our attention to our Members of Parliament instead of getting Tom, Dick and Harry to sign that petition, we should have accomplished more. I think that from the figures and facts we placed before him, he learnt more in that half-hour than he had done for a long time past.

"Mr. Moreing said he thought the reason the Chancellor had not given them any concession was that he had already afforded the working classes some consideration by reducing the beer tax, and he did not feel justified in giving further concessions on the entertainment tax. He also told them that he felt that if there were any surplus in the next Budget, the kinema Industry would benefit."

Mr. LENNON said Mr. Moreing had told them he believed that Members of Parliament did not realise that the effect of a penny tax in working-class areas was so great. "In London," he said, "they pay 2s. or 2s. 6d. in tax and think it is the price of the seat. Therefore, they think the working man does not consider the penny as a tax."

The CHAIRMAN (J. Atroy, Lancaster) said the Lancaster member, Mr. Ramsbotham, had promised them all sorts of things, but had still voted against the tax.

The Demonstration Film

Discussion followed on the subject of a hair-waving demonstration at the Preston Public Hall in May. Mr. HARGREAVES said he had written to Sir Alfred Howarth, Town Clerk of Preston, as a result of the matter being brought up at the last meeting. He had pointed out that the equipment did not conform with the regulations and that if a fire had occurred it would have been disastrous, and exhibitors would have been further overburdened with rules.

Sir Alfred wrote back to say he understood non-inflammable film had been used. Mr. Hargreaves replied that at a recent test made by the Board of Trade, it had been found that "non-flam" film was slow burning and came within the scope of the Cinematograph Act. No further reply had been received.

Proud of British Films

In reply to a letter on the subject of Quota films, W. R. Fuller had replied there was no provision against block booking. The provision was against blind booking.

In the discussion which followed on block booking, which the branch has condemned several times, Mr. BARRIE paid a compliment to British film producers.

"I cannot get over this chewing-gum complex that affects some exhibitors about British films. I am proud of them. When I start the week with a British film I start with a 10 per cent. advantage," he said.

Mr. HARGREAVES said he had received an unsigned letter from a member regarding the increased size of film reports in the *Cinematograph Times*. Members protested against anonymous correspondence being considered, and it was decided that no unsigned communications be read to the branch.

H. VICTOR DAVIS MOVES RESOLUTION

CALLING FOR ACTION ON SLIDING SCALE IDEA

FILM rentals on a graduated scale, as advocated by H. Victor Davis in his paper at the Summer Conference, formed the most important subject to come before the monthly meeting of the South Wales and Monmouthshire branch meeting at Cardiff on Friday last.

Referring to the conference, the CHAIRMAN (Archie Jones) paid a tribute to Mr. Davis's paper, which, he said, was considered by everyone attending the Conference to be one of the finest ever read. His only regret was that opportunity was not afforded for more discussion on the subject.

R. DOONER (Maesteg), in giving a report on the business of the Conference, described Mr. Davis's paper as "a literary masterpiece." Every member, without exception, admitted it was the outstanding item of the Conference.

A Resolution

Supplementing Mr. Dooner's report, H. VICTOR DAVIS said the whole purport of his paper had been first of all to put before the Conference the general problems with which they were faced. He was now prepared to move the following resolution:—

That in the view of this branch, the time is ripe for the formulation of a graduated scale of percentage in the hiring of films. We therefore urge the Council either to appoint a representative committee to formulate a scheme, or to request the General Purposes Committee to take it into immediate consideration, and that for this purpose the General Purposes Committee be instructed to co-opt any person or persons who in their opinion may be helpful to them in this discussion, and that they should report to the General Council as soon as possible.

What they had to do, said Mr. Davis, was to get a move on. The time was opportune. They should let the General Council refer it to a representative committee, which should immediately get to work to formulate a scheme. After that the matter would no doubt be referred to the branches, and they should try to meet the renters. He knew that there were some renters in favour of the scheme.

The resolution was carried unanimously.

Two complaints were received of members who had signed the agreement not to pay more than 40 per cent. for any film, attempting to evade their obligation, and it was decided to appoint a deputation to wait upon them.

It was reported that other members were loyally abiding by the resolution.

DISSATISFIED WITH RANK-AND-FILE

NOTTS AND DERBY HAS BIG LIST OF ABSTAINERS

THERE was a very poor attendance at the last monthly meeting of the Notts and Derby branch. Perhaps the change of days from Wednesday to Thursday as an experiment was responsible. E. C. MARRIS was in the chair.

Under the circumstances it was decided to postpone consideration of the more important items.

Cutting Prices

A letter concerning half-price admission to seats at a kinema in the district was read and the secretary was instructed to take the matter up.

Thanks

J. POLLARD, with reference to the summer conference, proposed that they should send a formal letter of thanks to the Scottish branch for the arrangements they made and the interest they took in the comfort of the delegates. This was agreed.

Rentals

Mr. PRIOR reported the result of sending out a questionnaire asking members in the area if they were willing to bind themselves not to pay over 40 per cent. for a film rental, and if so would they enter into a booking arrangement for the area. There were 148 members and 76 had replied "Yes," in some cases with slight qualifications; there were nine against and 63 had not answered.

It was agreed that the number of those who had ignored the questionnaire was depressing, and Mr. HARRIS said it was amazing to find members coming to the meetings and crying over their troubles who wouldn't even take notice when somebody wanted to help them.

HERBERT ELTON said no doubt those who had not replied were trying to think out some line of action for themselves.

Exaggerated Claims

A discussion followed in which the claims made by some advertising renters were severely criticised.

Mr. ELTON said bluntly that figures mentioned as bookings for various big films were exaggerated. He did not believe that any film yet made had secured 1,000 bookings in England by the time it was released, although some films had been exhibited at more than that number before they were withdrawn.

Referring to "Cavalcade," about to be released in the provinces, he believed it would do more for the prestige of the Industry than any other film and he would show it even if he had to do so at a loss.

Sylvia Sidney in JENNIE GERHARDT, the Paramount picture to be Trade shown this week

NO REAL LEAD GIVEN AT SUMMER CONFERENCE

Devon and Cornwall Men Suggest Rental Committee

To Prepare Plans for Sliding Scale

ACCORDING to the report made to the Devon and Cornwall Branch by the CHAIRMAN (Major A. O. Ellis) there was disappointment among the delegates to the annual Conference at Glasgow that the executive of the Association gave no lead on the vital question of film rentals, and that before the proceedings closed there was a strong movement among the rank and file, in which some of the principal branches in the country were concerned, towards forcing action in the matter.

By agreement among them this was initiated at the Plymouth meeting by Major Ellis himself, who proposed a resolution calling on the General Council to appoint a committee to negotiate standard terms with all renters. It is expected that this will be backed by other branches interested in the movement.

No "Red Letter" Conference

Concerning the annual Conference, the Chairman said the papers were among the finest ever read at their gatherings, and Scottish hospitality was wonderful and an example of very fine organisation. But he thought 80 per cent. of the members who attended went there expecting it to be a "red letter" Conference. The industry had its very serious problems, of which, unfortunately, everyone had had experience. Therefore, it was an intense disappointment that Mr. Davis sat down without giving any lead for the future. The discussion seemed to ramble over all the various little problems, and the speakers appeared to forget that there was only one real problem, namely, film rentals.

He himself had immediately got to work interviewing and talking over the position wherever he possibly could with the heads of various branches, and suggested that their salvation lay in the sliding scale, but it was no good going back to Mr. Richards' scale, starting at 15 per cent.

He thought he had arrived at a plan which would receive solid support, because he was asked to bring the matter before his own branch with a view to submitting a definite resolution, which, if passed, would go to the General Council. He could not see any hope for the independent exhibitor unless they took some step at once to get rid of the friction that now prevailed in their business.

In his view the two sides, the wholesaler and the retailer, should work together, and exhibitors should not be placed, as they were to-day, in the position that big men were asked to pay 50 per cent. for a film but were offered two other good films at 15 per cent. in order to induce them to take the first.

He moved the following resolution:—

That the General Council be requested to appoint a small committee to negotiate standard terms with all renters, such terms to be for the full programme—25 per cent. up to datum line and 50 per cent. above datum line; the datum line to be taken on the last three years.

The CHAIRMAN explained that that period covered one good year, one year with the increased tax and business drop, and one year of the terrible conditions from which they were suffering at the present time. In his view they could not have a more equitable datum line for the future. The terms of the resolution were the result of a number of discussions and suggestions, and appeared to be the only one with a prospect of being acceptable.

W. FARRANT GILLEY (Torquay), while being in favour of the general principle of the resolution, was doubtful whether the renters would agree to 25 per cent.

The CHAIRMAN pointed out that that was a matter of detail. At the moment the object of the resolution was that it should go before the General Council, who would be asked to appoint a small committee to go into the whole question, and prepare a plan to place before the renters. This, of course, would include the percentage most likely to be accepted, but the advantage of it would be that every film would have to stand on its own basis.

A. W. PRINCE (Teignmouth) raised the point whether the exhibitor would be expected to accept any rubbish that the renter liked to send him.

The CHAIRMAN did not think it would. If once a scheme like this was accepted it would have to be worked fairly, and the renter would be expected to play his part.

L. CREWS was afraid that the small exhibitor would suffer by these terms; but the CHAIRMAN pointed out that the small exhibitor was getting special terms now where he was able to produce figures of his takings for three years, and prove to the accountant that these did not exceed £125 per week.

From all the renters except two where these conditions were fulfilled, he could book his programme at 25 per cent. There was, therefore, nothing revolutionary in the datum line contained in the resolution.

W. FARRANT GILLEY said if the plan was fair for the small exhibitor it was fair for the large one. The effect of the resolution would be that a film would be played on its merits.

The CHAIRMAN having formally moved the resolution, it was seconded by Mr. HARCOURT.

E. HOUSE (Exeter) thought it would be detrimental rather than otherwise not to have travellers calling on them. He was a firm believer in travellers. If they had the standard rental he was afraid the small exhibitor would not get good films, and that the big houses would get all the better films.

He felt that there were occasions when it paid an exhibitor to book at 40 per cent., and he thought he should be free to continue to do so.

The motion was carried without opposition, although one or two members did not vote.

MAJOR A. O. ELLIS

The Tax

H. HARCOURT, in reference to the Entertainment Tax Campaign, said that although they were defeated this year, he hoped the General Council would carry on the fight with the object of getting concessions another year. He pointed out that Capt. Guest, M.P. for Plymouth, and Isaac Foot, M.P. for the Bodmin Division, both voted for the amendment to the Finance Bill in favour of a concession on the Entertainment Tax, and he moved that letters of thanks be sent to them.

L. CREWS seconding, it was carried.

Assessments

The CHAIRMAN said some of the old kinemas in Plymouth were being revalued for rating purposes. He suggested that any member receiving a new assessment showing an increase should report it to him.

The Tactless Inspector

A member raised the question of the duties of the Inland Revenue officer who visited the kinemas and examined tickets in reference to the Entertainment Tax. He said he had recently had a visit from an inspector who found everything in order, but his manner was resented by patrons. They regarded is as unnecessarily aggressive and irritating.

The CHAIRMAN replied that these officials had very arbitrary powers. He had once to complain that an inspector did not use reasonable discretion in carrying out his duties, and he wrote to Somerset House about it. Eventually he received the usual official stereotyped letter that the man had not exceeded his powers. It was significant, however, that he (the Chairman) never had any trouble afterwards.

He advised the exhibitor concerned that if he had further reason, he should write to the authorities complaining that his patrons were being unnecessarily worried.

Children in Cornwall

The SECRETARY (C. Halderson Rundle) reported that he went to Truro on June 2, and with a deputation of Cornish members and Mr. Harcourt, interviewed the Clerk to the Cornwall C.C. in regard to the notice issued to exhibitors of the regulations governing the presence of children at shows where "A" films were being exhibited.

The Clerk thereupon produced the Order, as sent out in 1930, to the effect that children under 16 were not permitted in the kinemas when "A" films were being shown, unless accompanied by their parents. After a discussion lasting about an hour, in which the deputation pointed out their difficulties, because of their contracts with renters, in acting on the County Council's latest circular, and the suggestion of the Devon and Cornwall branch that exhibitors should be given six months' grace, the Clerk stated that he would bring the matter before the County Council at the next meeting, and in the meantime exhibitors could carry on as before.

Mr. RUNDLE added that he subsequently wrote to every Cornish exhibitor telling him to proceed as hitherto until he heard the decision from the County Council. He had also made formal application for the six months' postponement of the operation of the Order, and while the deputation secured a month's delay, he hoped that the result of the application to the County authority would be fully successful. He had received a letter from Mr. Cox, of Penzance, thanking the deputation for the effort they had made, and saying it was very much appreciated in West Cornwall.

HARRY HARCOURT said the deputation were very courteously received, and if they had succeeded in persuading the County Council to give them six months' grace, it would not only be of benefit to every Cornish exhibitor, but also reflect itself elsewhere.

Politics in News Reels

The GENERAL SECRETARY, in reply to the resolution of the branch protesting against the inclusion of political subejcts in news reels, said that the General Council had received assurances from the renters regarding it. If there was any further difficulty, he said, it would be necessary to take action in individual cases, and members who had complaints should forward particulars of the items to which they objected.

JOE TAPLEY (Totnes) said that would be done as far as he was concerned that evening, because there was one thing to which he objected in the issue of the present week. He would be only too pleased to furnish details.

C

European Production Unit

FOX FORMS FRENCH COMPANY

Successful Sheffield Results

By Our City Editor

A DREAM of William Fox is in the attempt of being realised by his erstwhile lieutenant, Clayton Sheehan, who has recently visited Europe in connection with the formation of Fox companies on the Continent to make pictures in national languages.

It is understood that a company under the name of "Société Anonyme Française des Productions Fox-Films" is to be formed in Paris, with a capital of 6,000,000 francs, and under the management of M. A. Daven, formerly a director of Ufa-A. C. E. productions, while the general secretary will be M. De Regnier.

Sheffield Surpasses Tax

In spite of the increased entertainments tax a dividend of 10 per cent. has again been paid by the directors of Sheffield and District Cinematograph Theatres, Ltd. This is the same as for several years past.

In the course of his speech at the annual general meeting of the company held recently, W. G. Buck, the chairman, said that the shareholders had cause for congratulation at the successful trading results.

Mr. Buck went on to say that the profits for the year amounted to £4,844 after providing for income tax, repairs and renewals, and that the payment of the dividend would require £3,956.

He also dealt with the burden of entertainments tax, and said that it had considerably influenced the takings at their suburban halls, while the Government obtained the extra penny from the profits of kinema concerns.

It was unanimously agreed, at the close of the meeting, that Mr. Buck be re-elected a director of the company.

Pavilion Dividend Maintained

The directors of London Pavilion, Ltd., have declared an interim dividend at the rate of 5 per cent., less tax, on the Ordinary share capital of the company for the half-year to June 30 last. This is the same as the interim payment for the previous year, when a final dividend of 3½ per cent., as well as a bonus of 2½ per cent., was paid. The current interim dividend is payable on July 28 next.

It will be recalled that the chairman, Walter Payne, at the annual meeting in February last, stated that with regard to the large cash balance, the company had been able to obtain a reasonable return for this during the year on secured short-term loan; but if, as had become more definite in the past twelve months, any scheme of development of the property must be regarded as postponed, at least until general conditions improved, the board would naturally require to keep so large a sum in liquid form and would consider a more permanent form of investment.

Inactive Shares

Activity in the kinema share market, which has gradually lessened recently, became even more reduced last week with little business resulting and several shares showing a small depreciation.

In the few movements recorded the Debenture stock of United Picture Theatres was outstanding at £52, which showed a decline of £2 on balance, while the 4 per cent. Perpetual Debenture stock of Moss Empires was 10s. lower at £62. A brighter spot in this class of investment was the 6½ per cent. Debenture stock of General Theatres at £96½, which is an improvement on the week of 10s. The Ordinary shares of this concern were also better.

Gaumont-British issues were generally dull, although the new 4½ Debentures took a better trend and added 10s. at £92.

Among the more speculative issues, a fall of 4½d. was seen in the 8 per cent. Preference shares of B.I.P. at 19s. 4d., and both the Ordinary and Preference shares of Madame Tussauds registered declines, the Ordinary falling 1½d. to 2s. 6d. and the latter 9d. to 24s. 6d.

In the middle of last week dealings took place in London and Southern Super Cinemas Ordinary around 6d., which shows a rise of 3d., and other shares showing an upward movement were A.B.C Preference, which rose 1½d. to 17s., P.C.T. Construction Preference, 6r. to 22s., while the 7½ per cent. Participating Preferred Ordinary shares of the parent concern were also higher at 23s. 6d.

NEW COMPANIES.

Hertford Castle Cinema, Ltd.—Registered June 27. Capital £500, in £1 shares. To acquire "The Castle Cinema," at Hertford, and to adopt an agreement with John Ray, Leonard E. Agar and Edgar Simmons. The directors are: Leonard E. Agar, 110, Wilbury Road, Letchworth, Herts; John Ray, "Stotfold House," Stotfold, Beds., Builder and Contractor; Edgar Simmons, "Seudamore," Baldock Road, Letchworth, Herts, Auctioneer. (All directors of Hermitage Cinema, Ltd.) Secretary and Solicitor: H. M. Heckford, 19, Leys Avenue, Letchworth.

London and Provincial Playhouses, Ltd.—Registered June 28. Capital £1,500, in 1,000 6 per cent. preference shares of £1 and 2,000 ordinary shares of 5s. The subscribers are: Fdk. Green, 14, Leamington Road Villas, W.11, Teacher of Music; Cyril H. A. Wybrow, 25, Charing Cross Road, W.C.2, Theatrical Producer and Agent. Secretary: John Lloyd. Registered office: 25, Charing Cross Road, W.C.2.

INCREASES OF CAPITAL.

Columbia Pictures Corporation, Ltd., 18, Bloomsbury Square, W.C.1.—The nominal capital has been increased by the addition of £24,900 in £1 ordinary shares beyond the registered capital of £100.

Film Investments, Ltd. (Film House, Wardour Street, W.1).—The nominal capital has been increased by the addition of £120,000 in £1 ordinary shares beyond the registered capital of £136,000. This increase is for the purpose (inter alia) of acquiring not less than 90 per cent. of the issued share capital of Hyde Park Cinemas, Ltd., and Regent Circuit, Ltd.

RECEIVERSHIPS (APPOINTMENT OR RELEASE).

Arts Theatre of London, Ltd.—H. E. Monson, of 64, Coleman Street, E.C., was appointed Receiver and Manager by Order of Court dated June 20, 1933.

Meteor Productions, Ltd.—A. J. Roberts, of 5, Clements Inn, W.C.2, ceased to act as Receiver on June 23, 1933.

Cosy Theatre (Belvedere), Ltd.—Herbert S. Lewis, of 91, Shaftesbury Avenue, W.C., was appointed Receiver and Manager on June 26, 1933, under powers contained in debenture dated June 27, 1932.

BANKRUPTCY.

Ace Cine-Varieties, Ltd.—The Royal West London Theatre, Edgware Road, London, W.2, under the winding-up order made against the above company, on February 13. The statement of accounts shows total liabilities £11,153, of which £4,970 is expected to rank, and assets £494 net. The company was formed in July, 1932, with a nominal capital of £1,000, and was concerned in the management of The Star, Bormondsey; The Tivoli, Swanscombe, Kent; The Royal West London Theatre, Church Street; and the Theatre Royal, Stratford. The three former were equipped as kinemas and the latter as a theatre.

The failure and insolvency of the company is attributed by the Official Receiver to excessive competition, to the change of policy from pictures to variety at two of the theatres and to loss on a pantomime staged at three of the theatres.

The liquidation is in the hands of the Official Receiver.

SHARE MOVEMENTS

	Last week.	This week.	Movement.
A.B.C. Ord. 5s.	# 3/6	3/6	—
" 7½% Pref.	16/10½	17/-	+/1½
A.P.P.H. Ord.	2⅛3	23/3	—
Assoc. Talk. Pic. Ord. 5/-	-/7½	-/7½	—
Baird Televis. 10% Prefd. Ord. 5/-	-/10½	-/10⅜	—
Baird Televis. Defd. Ord. 5/-	1/3.	1/3	—
Blackpool Tower Ord. £1	65/-	65/-	—
Brit. Cine. Theat. Ord. 10/-	4/1½	4/1½	—
" & Dom. Defd. 1/-	-/4½	-/4½	—
" " Prefd. Ord.	3/-	3/-	—
Is. Films (Props.) 10/- Ord	-/4½	-/4½	—
" Inter. Pic 5/- Ord.	3/7½	3/7½	—
" " " 8% Pref.	19/9	19/4½	—/4½
" Lion Prefd. Ord.	2/-	2/-	—
" " Defd 4d	-/1½	-/1½	—
Denman P.H. 7% 1st Mt. Deb.	£106	£106	—
" 7% Conv. Deb.	£105½	£105½	—
Gains. Pic. Ord 10/- pd.	8/1½	8/1½	—
Gaumont-British Ord. 10/-	11/9	11/6	—/3
" " A Ord.	5/9	5/7½	—/1½
" " 8½% New Pref.	18 4½	18 4½	—
" " Converted Pref.	18/3	18/3	—
" " 6½% 1st Mort. Deb.	£102xd.	£102	—
" " 4½% New Debs.	£91½	£92	+10/-
General Thea. Pref.	11/3	11/6	+/3
" 6½% 1st Mort. Deb.	£96	£96½	+10/-
Lds & South Super Cin. 2/- Ord.	-/3	-/6	+/3
Mdme Tussauds 1/- Defd.	2 7½	2/6	—/1½
" " £1 Cum. Pref. Ord.	25/3	24/6	—/9
" " 5% 1st Mort. Deb. (Conv.)	£97½	£97½	—
Metro. Cin. Invest. 10% 10/- Pref. Ord.	1/6	1/6	—
Moss' Empires £1 Ord.	7/6	7/6	—
" " £1 Cum. Pref.	7/6	7/6	—
" " 6% Deb.	£100	£100	—
" " 4% Perp. Deb.	£62½	£62	—10/-
P.C.T. Ord. 10/-	19/4½	19/4½	—
" 7½% Ptg. Pf. Ord.	23/4½	23/6	+/1½
" Cum. "A" Pref. £1	27/6	27/6	—
" " "B" " "	24/9	24/9	—
" 6% 1st Mort. Deb.	£105½	£105½	—
" Const. 7% Pref.	21/6	22/-	+/6
Stoll P.T. Corp.	2/9	2/9	—
United P. Thea. 10% Pref. Ord.	-/3	-/3	—
" " " 7% 1st Mort. Deb.	£54	£52	—£2

£1 Shares unless otherwise stated.

In the Courts

CLAIM FOR COMMISSION

Frank Green Succeeds—Fraud Charge Against Producer—Alleged Theft of Takings—Film Transport Case

In the King's Bench Division, on June 29, Mr. Justice du Parcq entered judgment for £368 6s. 8d. in favour of Frank Green, of Beames, Cox Green Road, Maidenhead, who sued Frederick Fant Michael Abbott, of Aristotle Road, Clapham, S.W., in respect of a commission note agreement.

Plaintiff's case was that at Mr. Abbott's request he introduced him to a company, Kosmos Photographies, Ltd., which purchased the U.K. rights in his invention of a combined film camera and projector for £1,300, having previously paid £200 for an option. Mr. Green maintained that the real agreement he made with Mr. Abbott was that he was to have a third of any money which Mr. Abbott was paid by the Kosmos Company for his invention, or 5 per cent. of money paid by anyone else who purchased the invention rights on his introduction.

Mr. Abbott's defence was that, although there were two commission notes, only that which provided for a 5 per cent. commission represented the agreement. His lordship held that Mr. Abbott knew what he was signing when he signed the other commission note specifically dealing with the Kosmos Company's transaction and that he was therefore bound by it.

STANDING ROOM ONLY
Patron Claims Return of Money

A case of interest to kinema managers was decided at the Westminster County Court on June 30, when Trevor Knolles Green, company director, Barkstone Gardens, S.W., at Westminster County Court sued the Windmill Theatre, Ltd., for 10s. 6d., paid for three seats, standing room only being offered.

Mr. Green said when he bought the tickets he was told there were seats, but found they had to stand. He asked for his money back, but it was refused.

Vivian Van Damm, manager of the theatre, said he called out, "Standing room, 3s. 6d.; seats, 6s.," when Mr. Green came. Half an hour later Mr. Green returned and threw the tickets at him.

When it was suggested that Mr. Green had been drinking, Judge Tobin said: "Some people get very red without having any drink. It is nothing but the natural excitement a man might show as the result of not getting his money back."

Judgment for Mr. Green for 10s. 6d. and costs.

Film Transport Invoices

Further evidence was given at Marlborough Street Police Court on June 30 against Stephen Navarre, aged forty-eight, film producer, 38, Drive Mansions, Fulham Road, Fulham, S.W., and Peter John Van Raat, aged twenty-three, cinematographer, 101a, High Road, Balham, who were charged with obtaining £300 from Mr. Richard Estcourt Boulton, of Knight's Hill, West Norwood, and £ from Mr. Owain Henry Jones, by false pretence with intent to defraud, in January and February last.

The accused were further charged with fraudulently converting sums of £ to-day with £20, in August and September last £10 and J. M. Gwatkin prosecuted for the Director of Public Prosecutions.

The charges arise out of a film venture in which the accused were associated—Magnet Productions, and a film about golf called "In the Rough." The allegation was that Messrs. Boulton and Jones invested money in the film when the accused had assigned their rights in the film to Miss Edith Pilkington, of 150, London Road, Kingston-on-Thames, who, in evidence, said she advanced £2,000 towards the production of the film which became her property.

The accused were committed for trial at the Central Criminal Court on all charges. They pleaded not guilty. Bail was allowed.

Film Transport Charge

At Willesden Police Court on June 26, Thomas Wilkie, 53, Baden Road, Liverpool, film transport supervisor, was charged with making false entries on invoices and two carbon copies with intent to defraud, while in the employ of Film Transport Services, Ltd., at High Road, Willesden Green. He pleaded not guilty.

The prosecution alleged that he had been committing systematic fraud. In one case it was found that copy invoices in their office in Scotland, when compared with the receipted ones, were in no case the same. The prosecution suggested that, having dictated a certain invoice to the typist, he destroyed the top copy, made out a fresh one, and took that one round and collected the money. The amounts on the copy invoices in the Scottish office was always less than the amount paid.

Detective-sergeant Oliver said he arrested Wilkie at Liverpool Police Station.

Wilkie was committed for trial at the Middlesex Quarter Sessions and reserved his defence.

Health Insurance Charge

Film Printers, Ltd., Concord House, High Street, Wandsworth, were summoned at Marlborough Street Police Court on June 29, for failing to pay National Health and Unemployment Insurance in respect of an employee at 90, Wardour Street, W. There were two summonses.

A Ministry of Health representative stated that Film Printers, Ltd., took over from another firm in August last. A man named Henry H. Brown, who had been employed by Audible Filmcraft, was taken over by Film Printers, Ltd., who failed to pay his contributions for insurance.

The magistrate imposed a fine of £1 and ordered the payment of £1 costs and of the arrears totalling £3 3s. 4d.

KINEMA LESSEES' RATES

The first division of the Court of Session, Edinburgh, has decided a case bearing on the rates of lessees of a kinema. The Grand Theatre (Ltd.) are the heritable proprietors of the Grand Theatre, Glasgow, and the owners of the fixtures and fittings. The Grove Picture House, Ltd., Glasgow, are the lessees of the house and fixtures.

The Grand Theatre Co. contended that upon a sound construction of the lease the Grove Picture House Co. were bound to pay the occupiers' rates upon the full assessment of the property. The Grove Picture House Co. contended that the proprietors were bound to relieve them of any occupiers' rates in excess of £1,000 yearly value.

The Division held that the Grove Picture House Co. were not entitled to recover from the Grand Theatre Co. all sums paid and to be paid by the former during the currency of the lease in respect of occupiers' rates in excess of the amount of such rates attributable to a yearly valuation of £1,

KINE. ENGINEER AND NATIONAL INSURANCE

That he had a very good contract in connection with a talkie apparatus which he had invented and that he was working day and night was stated by Arthur Kingston, kinematograph engineer, of Alfred Place, W.C., when he was summoned at Clerkenwell on June 28 for failing to pay national health and unemployment insurance contributions in respect of three employés.

He admitted the offence, and the representative of the Ministry of Health said the explanation appeared to be that the business had not been successful and the defendant had not the money to stamp the cards. The arrears amounted to £8.

The defendant said friends were coming to his rescue and he was building up his business again.

A fine of 2s. 6d. was imposed on each of the six summonses and an order was made for payment of the arrears and a guinea costs.

BARNSLEY MANAGER CHARGED

William Vincent Ferry, formerly manager of the Alhambra, Barnsley, was, at the Barnsley Police Court, on Monday, remanded for seven days on a charge of stealing the sum of £74 10s. 1d. on June 13, the property of the Alhambra Theatre, Barnsley, Ltd.

Inspector Hodgson said in reply to the charge Ferry said that he had got down with his tax tickets. The result was that he was booking the money a day late, making up the loss by the takings on the second.

MEN AND MOVEMENTS

Hobbs Returns to Coventry Empire—Bebington Appointment—A Manager's Hobby—Harry Robbins' New Post

G. J. Hobbs, manager of the Plaza, Coventry, has resigned his position there to return to the Empire, which has been entirely rebuilt after a disastrous fire. Mr. Hobbs, who previously managed the Empire for nine years, is an old *Kine.* showmanship prize winner, a member of the Company of Showmen and the Managers' Round Table Club of New York.

Harry Buxton left Liverpool on a world tour on June 27. He will tour the Continent and then go *via* South America and New York to Hollywood.

N. Ellison, of the Scala, St. Helens, has been appointed manager of the new Rialto, Bebington, Cheshire, which is nearing completion. Before going to St. Helens he was in charge of the Park Kinema, Saltney. He is succeeded at the Scala by **T. Mercer**, formerly manager of the Cosy, Boaler Street, Liverpool. The Rialto will be a new addition to the circuit of Regent Enterprises, Ltd., of Liverpool.

H. C. Thorburn, who recently succeeded to the management of the Apollo Cinema, Tyburn Road, Birmingham, is creating a name for himself as a kinematographer. Since his appointment to the charge of the hall he has been specialising in the production of his own topicals, the principal of which was the recent combined gathering of the Birmingham branches of the British Legion at the opening of the special homes for disabled ex-Service men at Erdington by the Earl of Dudley.

J. Turner, late chief projectionist of Ye Arden Cinema, Solihull, is now chief at the Waldorf Cinema, Walford Road, Birmingham.

Tom Mooney, of the Lonsdale Picture House, Carlisle, who was involved in a very serious motor cycle accident several weeks ago, is now almost wholly recovered and will be able to resume his duties in a week or so. Tom Mooney is the son of Peter Mooney, manager of the City Picture House at Carlisle.

H. Weston, who has been manager of the Rialto, Liverpool, for the past three years, has been appointed to the management of the West End Dance Hall attached to the West End Cinema, Birmingham. On leaving the Rialto, he was presented with a tea wagon and silver tea service from the staffs of the kinema, café and ballroom.

G. H. Smith has resigned his position at the Majestic, South Bank, Glos., to return to the Playhouse, Lowestoft, which he previously managed for two years. His experience in the Trade covers a period of seventeen years, during which he managed halls at Epsom, Plymouth, Ipswich and Lowestoft.

A presentation of an inscribed gold pencil was made by the South Bank branch of the Old Contemptibles' Association to Mr. Smith, who was their founder and vice-president, and a fountain pen by the staff of the Majestic.

Fred Bennett, who has been delighting the audiences of the Edgbaston Cinema, Birmingham, with his organ interludes, has now been appointed to the console of the Compton organ at the Forum Theatre, Birmingham, where he succeeds S. T. Langston. Mr. Bennett has wide experience in the musical world, having been musical director of the original George Edwardes Co., musical director for the Col. Day enterprises, and later M.D. of the Bath Assembly Rooms Orchestra. Joining the Associated British Cinemas, he was for a period organist of the Palace Theatre, Summer Hill, Birmingham, from which he was appointed solo organist at the Edgbaston Cinema, Birmingham.

Will Harper, back on this side after an experience of eight years as manager of the Theatre, Lonsdale, North Vancouver, British Columbia, is seeking an opportunity to exercise his gifts in this country. With a good record as showman and disciplinarian, he combines ability to design and execute his own posters and banners, holds a Canadian projectionist's certificate, and has a practical knowledge of electrical work. His address is Brynhyfryd, Arthog, North Wales.

Harry W. C. Robbins, who has taken over the management of the Grosvenor, Bloxwich, was for seven years with Lionel Lyons, and has had twenty years' actual management in various parts of the country. During the war he was an instructor in kinematograph and technical adviser to discharged soldiers and sailors. He has since held appointments at Leicester, Wolverhampton and in Birmingham, and was for seven years at the Empire, Kidderminster. Keenly interested in variety, he was well known in the Trade as an expert on the subject before the inception of talkies.

W. Cecil Hetherington, who, before the advent of the talkies, was musical director at the King's Cinema, Perth, has been appointed musical director to Perth Lyric Society.

Bob Steele in SPEED BRENT WINS, which Pathe is Trade showing on Friday

NEW TRADE SHOW POLICY

FOX

THE FOX PRIVATE THEATRE at No. 13, Berners Street, London, W., is now being enlarged, re-decorated and re-conditioned, making it the most up-to-date and luxurious private theatre in the country.

To celebrate the re-opening of the Theatre these big pictures will be Trade Shown there:

I LOVED YOU WEDNESDAY

ELISSA LANDI
WARNER BAXTER
MIRIAM JORDAN
VICTOR JORY

Trade Show: 11 a.m. and 3 p.m. July 13
Release Date: November 6th

IT'S GREAT TO BE ALIVE

RAUL ROULIEN
GLORIA STUART

Trade Show: 11 a.m. and 3 p.m. July 12
Release Date: October 16th

HOLD ME TIGHT

JAMES DUNN
SALLY EILERS

Trade Show: 11 a.m. and 3 p.m. July 11
Release Date: October 2nd

NO DEADHEADS WILL BE ADMITTED!

Admission by Invitation Only

Responsible bookers who wish to see these pictures are requested to apply to the Fox Film Co. Ltd., 13, Berners Street, W.1, so that their names can be placed on the special mailing list.

FOX FOX FOX

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COLUMBIA PICTURES

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with

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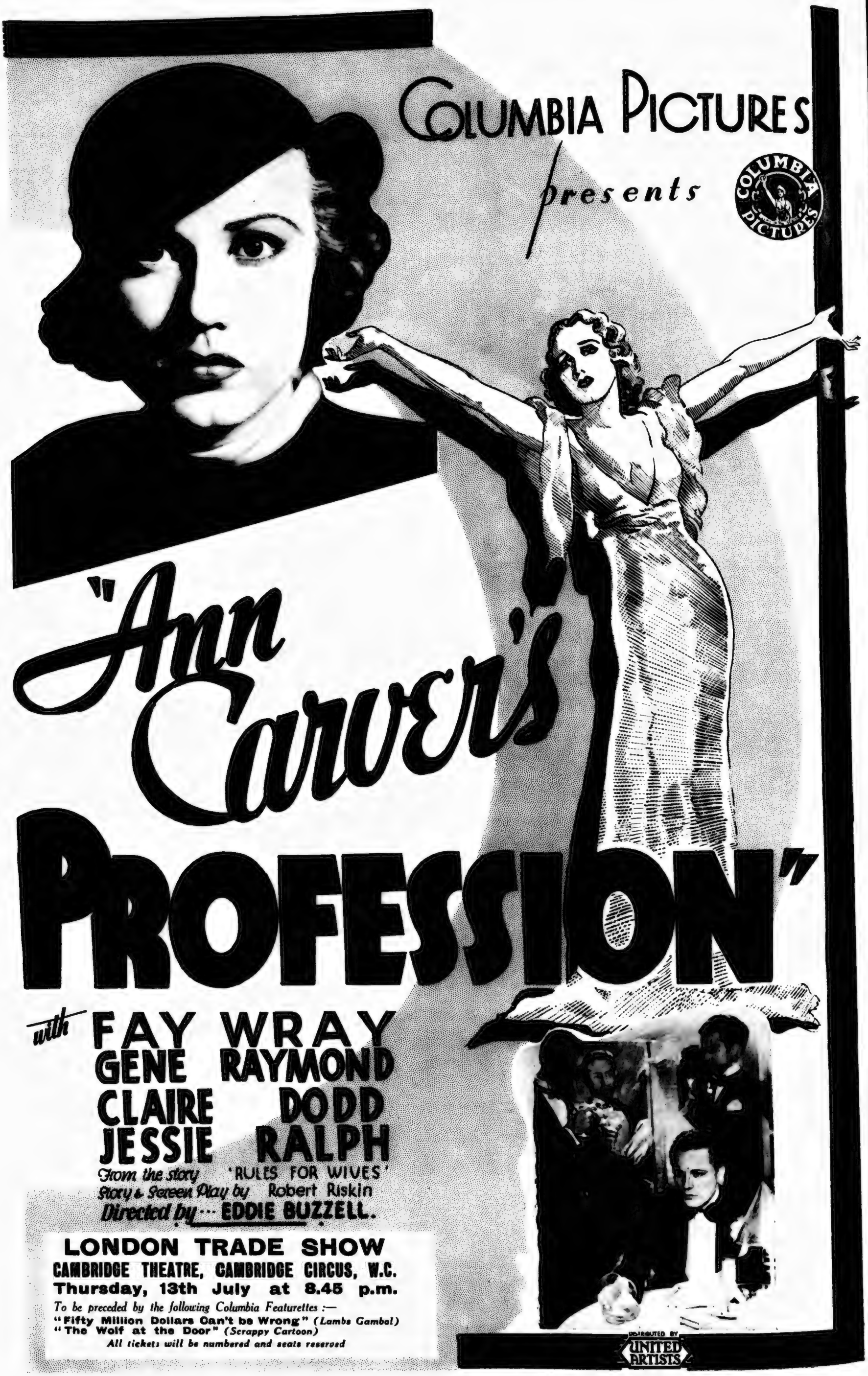
GENE RAYMOND
CLAIRE DODD
JESSIE RALPH

From the story 'RULES FOR WIVES'
Story & Screen Play by Robert Riskin
Directed by ... EDDIE BUZZELL.

LONDON TRADE SHOW
CAMBRIDGE THEATRE, CAMBRIDGE CIRCUS, W.C.
Thursday, 13th July at 8.45 p.m.

To be preceded by the following Columbia Featurettes :—
"Fifty Million Dollars Can't be Wrong" (Lambs Gambol)
"The Wolf at the Door" (Scrappy Cartoon)
All tickets will be numbered and seats reserved



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(Daily Film Renter).

"One of the biggest and finest British studio sets ever constructed . . . Julius Hagen's production, 'The Wandering Jew,' at Twickenham." (Kine Weekly).

Photo by Cyril Stanborough.

Scenes from "The Wandering Jew" a Twickenham Studio Picture with Conrad Veidt in title rôle. Maurice Elvey directing. Kodak Film Stock is being used. Sydney Blythe, Camera-man.

Photo by "Daily Herald."

Kodak Super-Sensitive Panchromatic Negative

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FIRST BRITISH COLOUR FEATURE

"Skipper of the Osprey" Starts

CHARLES LAUGHTON SAILS FOR HOLLYWOOD

By a Studio Correspondent

THE pleasantest location this week is on a barge lying off Greenhithe in the lower reaches of the Thames. Norman Walker has taken possession (for the duration of the fine weather) of an ocean-going barge, which has been renamed "The Osprey," and is the scene of the W. W. Jacobs story, "The Skipper of the Osprey," which A.T.P. is producing for A.R.F.D. release. Walker's crew signed on on Wednesday. It consists of Rene Gadd, whose role of a "skipper" is not unfamiliar, as that bright little lady is already a keen yachtswoman; Ian Hunter and D. A. Clarke Smith, as the rival mates; and Clive Curry, the skipper, whose mantle and troubles fall on the slender shoulders of his daughter, Rene.

WALKERS' CAST

Renee Gadd as Barge Skipper

"The Skipper of the Osprey," which is being produced in Raycol, is the first British feature to be made in colour. Norman Walker tells me that the production of a colour film has necessitated careful preparations; more care is required in colour filming as it is essential that exteriors and interiors must match up. "We have to think in photographic colours rather than in tones as previously," he added. "We have spent a considerable time in making exhaustive tests in this direction. Make-up, colours of clothes, backgrounds, in fact, every constitutional part of the object must be carefully studied so as to prevent the jumps from one colour hue to another in matching shots." From what I have seen of Raycol, I consider it the ideal colour process.

RIVERSIDE SETTINGS

Provide Authentic Atmosphere

It is not intended to take liberties with the story, which will be filmed entirely in the Jacobs' vein. A.T.P. have very wisely refrained from any attempt to "jazz" it up. Quaint riverside locales have been selected entirely in keeping with the theme, and it is hoped to retain the authentic Jacobsian atmosphere throughout the picture. Much of the action takes place on a trip between Greenhithe and Ipswich. These scenes will be taken in the mouth of the Thames. Interiors will be shot at the A.T.P. studios at Ealing, where preparations are in hand for the reconstruction of actual riverside settings.

A QUEEN'S EXECUTION

Incident in Henry VIII's Life

One of the last scenes to be shot of "The Private Life of Henry VIII" was the execution of Anne Boleyn. The set was erected in the grounds of the studio as it was too large for the ordinary stages. Besides the large number of crowd artistes representing sixteenth century Londoners, to whom an ever taken for the screen. The block is an exact replica of the one at the Tower.

William Austin and John Turnbull have been added to the cast as the Duke of Cleves and Holbein, the painter, respectively.

Although there are a few more days of shooting on "The Private Life of Henry VIII," Charles Laughton, whose brilliant performance as Henry, it is claimed, will make screen history, has completed his work. The scenes in which he plays were made first in order for him to be in time to sail on the *Europa* to fulfil his Hollywood contracts. He is returning to London, however, in September, in order to play in Shakespeare.

"The Private Life of Henry VIII" will have a premiere in the West End. It is to be distributed by United Artists, and will be generally released on January 8.

Charles Laughton as HENRY VIII (London Films)

execution was always a great treat, there were more than forty beef-eaters and fifty soldiers, all of whom were ex-Service men. The Queen, played by Merle Oberon, is seen passing slowly from her room in the Tower to the block. A roll of drums, played by drummers of the Scots Guards, continued until she was in the centre of the straw-covered scaffold.

The French executioner, brought over from the Continent for the occasion, is played by Gibb McLaughlin. He is helped in his grim task by his huge English assistant, played by Sam Livesey. This particular scene is one of the most moving

"TIGER BAY"

Picturesque Scenes Shot

The complete floor space at the Ealing Studios is now occupied by "Tiger Bay's" main street, which, incidentally, is no longer identified with Cardiff. And a particularly colourful street it is, for here is Anna May Wong's café—complete with interior as well as exterior. Lascars, Chinese, Japanese, Frenchmen, Swedes, Englishmen—riff-raff of the seven seas crowd the streets, whilst Henry Victor (Anna May's greatest and most dangerous enemy) slips into the café to cause another "spot of bother."

An orange seller, "pie" dogs, and pet monkeys add further local interest to the animated scenes, and with all the fuss and bother, quarrels, and fights which go on, Anna May remains calm and unmoved, planning to "get even" with "that great hulk of a Swede, Olaf."

J. Elder Wills is having a great time with his first feature length picture, and, from all accounts, Bray Wyndham and his co-directors are particularly delighted with the results to date.

Leslie Howard, who is to star in THE LADY IS WILLING for Columbia

"CUCKOO IN THE NEST"

New Tom Walls' Film

A film version of the well-known Aldwych farce, "Cuckoo in the Nest," is taking the floor at Shepherd's Bush on Wednesday. This will be Tom Walls' second picture for Gaumont-British. The cast will include, in addition to Tom Walls (who will also direct), Ralph Lynn, Robertson Hare and Mary Brough.

ESCAPE FRUSTRATED

Police to the Rescue

Victor Garland, who is playing a leading part in the film, has done his "rescue stuff." On the hottest day of last week he climbed innumerable sections of drain-pipe and eventually reached the glass-roofed attic where Rene Ray was imprisoned. They were about to make good their escape when the burly figures of Wally Patch and Ben Souten (and what good bad men they make) appeared on the scene. A scuffle and fight, and, for once, the juvenile did not get things his own way, and had to be rescued by the local police and Laurence Grossmith as a secret service man disguised as a beachcomber.

Sam Livesey and Julie Suedo in COMMISSIONAIRE (Granville)

NEW UNIT'S FIRST FILM COMPLETED

EARLY SCREENING OF "COMMISSIONAIRE"

A Granville Production

"COMMISSIONAIRE," the first picture to be produced by Edward G. Whiting for the Granville Picture Corporation, a newly formed independent production unit, was recently completed at the Cricklewood studios, under Edward Dryhurst's direction.

A strong patriotic note is sustained throughout the story, and the famous Corps of Commissionaires forms the background of several sequences.

Sam Livesey essays the principal rôle, and other leading players include George Carney (who scored a sensational success as "Jess Ackroyd" in the New York presentation of "The Good Companions"), Betty Huntley-Wright, Hannah Jones, Barrie Livesey (who delineates the rôle of the snobbish son), Julie Suedo, Georgie Harris, Robert English and Granville Ferrier.

Edward G. Whiting, who is still in his twenties, has been in the Trade since he was seventeen. For many years he managed the Grand Palace Cinema, St. Albans, for his father, George H. Whiting.

Granville Pictures Corporation consists of a group of Oldham business and professional men, at the head of whom is Granville Mills, a stockbroker.

American Star as Extra

Sound City Scoop with "Paris Plane"

IT is not often the producer of a picture finds an internationally famous star of another unit figuring in his crowd scenes. But this is what happened to John Paddy Carstairs, who was shooting some of the last scenes in "Paris Plane" this week. He was working at Croydon Aerodrome, and on the steps leading into the cabin of the Imperial Airways liner *Heugist* was Jeannette Macdonald, who is accordingly in Sound City's picture, albeit hardly in the pre-eminent position to which she is accustomed.

This is the third and last week of actual shooting on the picture, the story of which was written by Charles Bennett, the author of "Blackmail." In addition to the Croydon scenes, the interior of the 'plane as well as the control tower and the reception hall have been reproduced with detailed accuracy in the Shepperton studios.

Molly Lamont will break before the public in a new way in "Paris Plane." She has forsaken "pretty pretty" parts, with her blonde hair. She has allowed her hair to resume its natural silky auburn tint, and the result is a Molly Lamont with personality, allure, and scintillating charm.

Others in the cast include John Loder, Allan Jeayes, Barrie Livesey, Julie Suedo, Frank Percival, Jimmy Harcourt, Eric Pavitt and John Turnbull.

Safety Flying Illusion

The action of "Paris Plane" is now concentrated inside the air liner flying between Croydon and Le Bourget. The entire interior of the *Heugist* has been copied, and is mounted on a platform some 5 ft. from the ground. This is to enable camera angles to be taken without the floor of the studio showing. The liner is a large 20-seater with a compartment fore and aft and the kitchen in between.

On either side are huge linen sheets on which are cloud effects. In fact, you can sit in your seat and actually see the ground receding away as the "plane" sets seemingly in motion and rises up into the air. This illusion is achieved by means of back projection, an elaborate, new and extremely up-to-date equipment which Sound City has just installed.

WAKEFIELD AND NELSON

Leave for Hollywood

A large crowd of variety celebrities was present at Waterloo Station on Saturday morning to give Douglas Wakefield and Billy Nelson a rousing send-off when they left Southampton, *en route* to Hollywood. Despite the earliness of the hour, a huge crowd had gathered on the platform and the pair were seen off to the strains of the "Water Rats' Anthem." Wakefield and Nelson sailed on the *Mauretania* to fulfil a contract with Hal Roach.

No details are yet announced of their first pictures, but they will appear in two-reel comedy subjects. Mrs. Wakefield and her baby son accompanied them to Southampton and will be joining them later in Hollywood. Also on the train was Gracie Fields—who is Wakefield's sister-in-law—she was going as far as Southampton.

GERMAN ANTHEMS

Conclude "I Was a Spy"

As part of the final work on "I Was a Spy," fifty Germans will come down to the Shepherd's Bush Studios on Tuesday and record for the film the "Our Father" and "Deutschland Uber Alles."

GAINSBOROUGH OUTING

Studio Staff's New Tipple

A special train took over 140 of the Gainsborough staff to Margate on Saturday in traditional "Victor Saville" weather.

Lunch was taken at the St. George's Hotel and was presided over by the benign personality of H. G. Boxall.

After toasting His Majesty (and being full of St. George's pudding and dragon sauce, only with difficulty restraining himself from cries of "St. George for Merrie England"), Mr. Boxall read telegrams from Michael Balcon and from various Gainsborough stars, among them Jack Hulbert, Cicely Courtneidge, Leslie Henson and Albert Burdon.

He then went on to propose the health of the firm; S. C. Balcon replied. Then up spake Victor Saville, Anthony Asquith, E. Black (studio manager) and A. Payne.

Lunch over, Margate was handed over to the mercies of 140 people, under the influence of dragon sauce. They swam and paddled, danced, played hoopla, went cokernut shying as nobody ever did before. What with the weather, and the dragon sauce, the outing was voted the finest ever.

"THAT'S A GOOD GIRL"

Extensive Open Sequences

Shooting is now due on the biggest interior sequences of "That's a Good Girl," which is nearing completion at the B. and D. Studios at Borcham Wood, under the direction of Jack Buchanan.

Rehearsals covering the scenes involved have been carried on for some days at the Prince Edward Theatre, where a singing chorus of fifty-five has been assembled. Mr. Buchanan has worked out a complete routine for the chorus, who will march and counter-march while singing the specially composed operatic music of Philip Braham.

Work has also proceeded this week on back-stage scenes in the opera house, a complete floor of which has been built in the studio.

The cast of "That's a Good Girl" includes, in addition to Jack Buchanan as Jack Barrow, Elsie Randolph, Dorothy Hyson, William Kendall, Garry Marsh, Vera Pearce, Kate Cutler and Anthony Holles.

"ANTONY HOLLES wishes it to be noted that he has resigned from the Board of Directors of FIRST CENTRAL PRODUCTIONS LIMITED and is not now in any way connected with the Company."

ALL-MAINS SOUND-FILM TESTING MACHINES
SEND FOR FULL PARTICULARS
MOY-OMNIA
GREENLAND PLACE, CAMDEN TOWN, LONDON, N.W.1.
'PHONE GULLIVER 3451-3

A hint to First National is contained in this picture of Vitaphone Chorus Girls in front of the Strand, N.Y., premiere of GOLD DIGGERS OF 1933

NEWS FROM ALL QUARTERS

Exmouth Bench and British Films—A Gaumont Disavowal—Southend Music Hall Reverts—Manager's Intrepid Wife

The L.C.C. Entertainments Committee recommends granting a provisional licence to Charles Spencer in respect of the reconstructed South Hackney Picture Theatre, Well Street.

Universal have secured the rights to Jan Kiepura's film, "Tell Me To-night," which has been released in America under the title of "Be Mine To-night," for the South and Central American territories.

The Hippodrome (Gaumont), Southend, after an experiment of some three months with continuous talkies and vaudeville, in which there were two parts vaudeville to one part talkie, has reverted to all-vaudeville two houses a night from Monday.

The management of the Rialto Cinema, Erith, are admitting unemployed patrons at a reduced rate.

Good progress is being made with the new super at Queen's Avenue, Bristol, and the house, which will have a seating capacity round about 2,000, will be ready for opening by the autumn.

The Playhouse Kinema, Shanklin, I. of W., opened last week under the management of G. Grandvoinet, managing director of the Playhouse, Shanklin, Ltd.

Complete with reseating, new floor covering and new lighting, and other important improvements, Bournemouth Electric Theatre reopened its doors last week. A new scheme of heating and ventilating is also being introduced, and will be completed in about a week. Ronald Derek is the organist.

Show More British Films

When the licence of the Savoy Cinema, Exmouth, was transferred by the local magistrates from W. J. A. Bayley to R. Marks, the chairman asked if an undertaking would be given to show more English films.

Newquay Chamber of Commerce are considering the production of a special film advertising the town. The cost of this to be about £1,000.

The Pembrokeshire branch of the N.S.P.C.C. appeals to members of the executive committee and branches committees to report any films which are being shown which they consider likely to have a bad effect on children. Equally, they are asked to call to notice films likely to do good to children, so that they may be made known and commended.

There is a movement afoot in Oxford to form a citizens' film society, the membership of which is open to the residents of Oxford and district. Subscriptions to the society will be on a small basis, and 300 members are required for the successful launching. Mrs. Harrison, of Boar's Hill, is the prime mover of the undertaking.

Banbury Thieves' Poor Haul

Burglars who forced an entry into the Palace Theatre, Banbury, last week, ransacked the manager's office, but failed to open the safe. The only booty they got away with was three shillings and sixpence found loose in the pay office.

The Palace Theatre, Redditch, closes for the last week in July for the purpose of staff holidays.

The screening of the exclusive film of a local sports meeting at the Central, Kidderminster, attracted large audiences.

To mark the special Australian programme at the Exchange Kinema, Lincoln, the management awarded prizes for all Australian costumes at the annual carnival at Monks Abbey. H. B. Harris, the general manager, assisted in the judging of the costumes.

Darwen Electricity Committee have fixed a special rate of 2d. per unit for supplies to kinemas for projection and stage lighting.

We are informed by the Gaumont-British Picture Corp., Ltd., that they are in no way connected with the proposed new kinema at Rotherham, reported on page 32 of last week's *Kine.*, and the name Gaumont is being used with no authority from the company.

Mrs. Pass, wife of R. Pass, manager of the Picture Palace, Chapeltown, near Sheffield, on Tuesday entered and remained four minutes in a cage in which were three full-grown lions.

York Corporation Estates Committee recommends granting a lease at £1,280 per annum to Stanley Weetman Crawshay, of Scarborough, of the Theatre Royal on the condition that various alterations are made at the premises.

Chesterfield Picture House will be closed from July 22 to August 3 for a complete scheme of renovation and redecoration and new lighting.

At Chesterfield, on June 26, two youths, J. E. Taylor and A. Proctor, were remanded for a week charged with breaking into the Hippodrome, a Chesterfield kinema, and stealing artistes' belongings valued at £7.

A Sunday performance of "Father's Son" was organised at the Tivoli, Rotherham, by Mrs. Kaye, the manageress, in aid of the Catholic Children's Outing Fund.

Both the Empire Theatre and the Picture House at Sunderland have shut down temporarily for redecoration and alterations.

Managers in North Shields are supporting an effort in aid of the Tynemouth Victoria Jubilee Infirmary. R. Brown (Howard Hall), R. O. Telford (Borough Theatre), W. Gwilliam (Albion Cinema), D. Hashman (Comedy Theatre) and L. Shawcross (Prince's Theatre) have all promised to help. Through the courtesy of Richard Waugh, circuit manager for Gaumont-British, a big concert is to be held in the Prince's Theatre in October.

Presentation to Tom Wright

Notts and Derby Chairman

AT last week's meeting of the Notts and Derby C.E.A. branch, the Secretary reported that the Wright presentation fund had realised a total of £37 16s., and that Mr. Wright had expressed a wish for a purely private and not a public presentation.

TOM WRIGHT

Tom Wright enjoys the distinction of having presided over the branch for a longer period than land. He only recently any other branch chairman or president of the C.E.A. in Eng- resigned the position, due to increasing demands upon his time by a chain of Midland kinemas. He is a member of the Nottingham City Council.

After some discussion, the meeting decided to fall in with Mr. Wright's wishes, and the gift—a Compactum wardrobe and a cocktail cabinet—is to be sent along to him with a covering letter.

Early last Wednesday morning about 20 ft. of concrete coping stone fell from the roof of the Seamore Picture House, Maryhill Road, Glasgow, right on top of the canopy which extends along the pavement. The canopy was entirely wrecked, but happening as it did early in the morning, fortunately no one was hurt.

SCOTS' MANAGER ASSAULTED BY PATRON

THE MUMMY PROVIDES IDEAS FOR SHOWMEN

A FINE of £5 or 30 days' imprisonment was imposed on a man for assaulting the manager of a picture house at Bridgeton Cross. The evidence stated that accused had caused a scene in the kinema and was taken to the manager's office and later allowed to go free. Later on he saw the manager standing at Bridgeton Cross and he had gone over and assaulted him.

At Glasgow Eastern Police Court last Monday Bailie McLellan fined a young man one guinea with the option of ten days for breach of the peace in an East End picture house.

Attempt on Kinema Safe

An attempt to blow open a safe at the Astoria, Paisley, the other evening was only averted by a man being seen and on the police being called, and entering the building the intruder was discovered in the office where the safe had been taken from the pedestal and was all ready to be blown open.

Golfers See Bobby Jones Film

A unique audience assembled in the Cinema House, St. Andrews, last Thursday evening for the presentation of the latest Bobby Jones Golf Film. Warner Brothers had extended invitations to the entrants for this year's Open Championship, and included in the audience were members of the

Bobby Jones in HOW TO BREAK 90 (Warner)

British Ryder team. The American team, however, did not attend—the only Americans present being Joe Egar and Walter Hagen, Junr.

Mummies in Demand

Last week some valuable publicity was obtained by Mr. Hinks, of the Alex, Paisley, and Mr. Clarke, of the Orient, Glasgow, in connection with the showing of the Boris Karloff picture, "The Mummy." Mr. Hinks had procured a mummy which was photographed on its arrival at Paisley and was on exhibition in a near-by shop window all the week.

Mr. Clarke went one better and had the mummy photographed on arrival at the Central Station, Glasgow, from whence it was conveyed on a well-displayed lorry, through the streets of the city to the Orient. It was placed on exhibition in the vestibule and attracted much attention and also large audiences to the picture during the week.

Norma in Scotland

The coming of Norma Shearer to Scotland, complete with husband, junior, and two nurses, and her stay at Gleneagles last week, has provided columns of publicity in the Scottish lay Press. The popular star had the benefit of real summer weather, and evidently made the most of her holiday in the heart of Scotland.

Miss Shearer gave a dinner party last Sunday to some of her compatriots who are playing in the open championship at Gleneagles. Also included in the party was Alex B. King, J.P.

Part of the crowd who saw Douglas Wakefield and Billy Nelson off to Hollywood. See story on page 11.

Free State Film Production

EDIPHON APPEAL FOR FUNDS

HOPES of the establishment of a film-producing unit in the Free State have not yet been completely abandoned. Renewed efforts are being made on behalf of Ediphon, who are issuing their prospectus translated into English. All other efforts, some of which were greatly boosted and spoke of lavish studios and amazing production output, seem to have faded out. Whether Ediphon will be able to raise the capital necessary to start in the Free State remains to be seen.

Hesitating Exhibitors

Free State exhibitors are hesitating in regard to the booking of "Cavalcade." They readily agree that it will have an overwhelming appeal to the majority of people, but they are afraid that the extreme elements in the community would, as with some other pictures, cause trouble by objecting on the grounds that the film was far too pro-British.

Censorship Opposition

More will be heard of the attempts to dragoon councils in the provincial centres in Northern Ireland into setting up a film censorship in which clergymen will predominate. The matter will probably be raised at the July meeting of the White Cinema Club, and in addition it is quite probable that the various councils themselves will discuss the matter at their July meetings as well.

The Invalids

Charles O'Dowda, manager of the Picture House, Belfast, and also a director of the Regal Cinemas, Ltd., is on the sick list and will be unable to attend to business for about another week. Gordon Lewis, the well-known cameraman for Pathés in the Free State, has had to undergo a serious operation. Best wishes are being expressed for a speedy recovery of both invalids.

A Robbery

A mysterious robbery occurred at the Picture Palace, Derry. The day's takings were placed in the box kept for the purpose during the second house, and the sum, which was a substantial one, was missing a short time afterwards. Despite widespread police inquiries, neither the box nor the money has so far been recovered.

"MAID HAPPY" A Lincoln Protest

An attack on "Maid Happy," the Bondar production which is having a provincial première at the Grand, Lincoln, has earned prominence in the local Press. The protest, made by an organisation calling itself the A.F. Society, declares that the film is "full of sex and suggestiveness."

The letter was reproduced in the local papers, and the allegations were investigated and dismissed by a Press representative—to the extent of two-thirds of a column, which, incidentally, by no means harmed the box-office.

Stars at the Margate ball in aid of the Trade Benevolent Fund. (L. to R.) Mayoress of Margate and John Stuart, Bebe Daniels (the B.I.P. star), and Nan Bates (Mrs. Leslie Fuller); (Back row) Ben Lyon, R. C. Bromhead, J. Binns (of Dreamland), the Mayor and Leslie Fuller

Doug. Fairbanks, jun. and Patricia Ellis share the honours in THE NARROW CORNER, which Warners will Trade show next week

"THE NARROW CORNER"

WARNER'S FILM OF ADVENTURE

FAIRBANKS JUN., AND PATRICIA ELLIS

SHORT thereof is man's life; and narrow is the corner of the earth wherein he dwells," says Somerset Maugham in his novel, "The Narrow Corner." Warner Bros.' picture of the same title, which is to be Trade shown on Thursday, July 13, at 3 p.m., in the Phœnix Theatre, is fashioned from this theme.

It is a strange tale, this, full of the colour of strange places and strange people. The story opens in Sydney, Australia, with a wealthy man sending his son away, secretly, in the night, aboard an old ketch with an outlaw skipper—bound for nowhere, told only to keep moving, and not to get too near to a habitation where white men might be.

Colourful Rogues

It winds up in a colourful island of the Malay Archipelago among as strange an assortment of human beings as it would be possible to meet, including a retired sea captain, wealthy, from heaven knows what deviltries on the seven seas; his son-in-law and grand-daughter, an innocent girl of primitive passion; and a Dutch trader.

The picture is a triumph of exciting and thrilling plot, in unique characterisations and in its exotic, glamorous and picturesque settings. The strange characters are delineated with unusual fidelity and strength by the members of an all-star cast.

Doug., Jun.'s, Big Role

Douglas Fairbanks, jun., has never been better than he is in the escaping young Australian, wanted for the murder of his paramour's husband. Dudley Digges, as Dr. Saunders, an opium-smoking outcast, is a revelation; Reginald Owen, William V. Mong and Ralph Bellamy are all better than this writer ever remembers having seen them before. The surprise of the picture, however, is the work of youthful Patricia Ellis, a comparative newcomer to the screen, in the rôle of the girl, Louise. Alfred E. Green directed.

BURY VISITS MORECAMBE

The annual picnic of the Scala, Bury, near Manchester, took place last Sunday, when a trip was made to Morecambe for lunch. Tea was served at Blackpool on the return journey. Manager Jack Mather, of the Scala, is also supervising the control of the Bury Hippodrome, recently acquired from the Broadhead Circuit.

BENEVOLENT FUND BANQUET

At a committee meeting to receive the accounts of the first annual C.E.A. banquet and ball in aid of the Birmingham and Midland Benevolent Fund it was reported that the profit amounted to £71 19s. The sale of tickets yielded £260 7s. 6d., and the donations came to £17 6s.

COMBINED KINEMAS OUTING

SUCCESSFUL YARMOUTH INNOVATION

Employees of Great Yarmouth's kinemas combined on Sunday to hold a very successful outing, in which the friendly feeling existing between the proprietors and staffs of the various houses was happily demonstrated. The credit for the inauguration of this event, which it is hoped will become an annual excursion, lies with the operators of the kinemas and with R. D. Everett, manager of the Plaza, who acted as secretary to the committee which was formed. By means of small weekly contributions, the employees obtained fifteen hours' enjoyment for a nominal outlay.

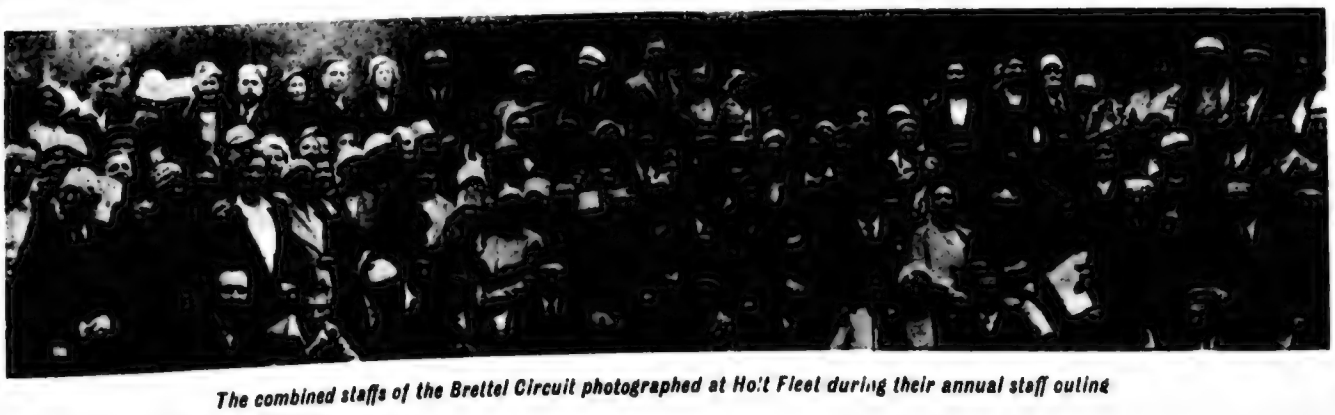
The kinemas taking part were the Regent, Aquarium, Empire and Gem, and the party, numbering fifty-five, visited Brammerton Woods End and Wroxham. In the sports meeting, the Aquarium carried off the relay race and the combined weights of the Plaza and the Aquarium proved too much for the triple alliance of the Regent, Gem and Empire.

Gorleston's Trip

A similar happy spirit was manifested at the recent annual outing of the Coliseum, Gorleston. Douglas M. Attree, the lessee, arranged an outing to Felixstowe, which was such a great success that it is hoped to organise another trip in September, to Clacton. Among Mr. Attree's guests was E. V. Barr, chairman and managing director of the Regal (now in course of erection at Yarmouth).

Circuit Outing

The combined staffs of the theatres controlled by the Brettel Circuit, Birmingham, held their annual staff outing on Sunday last, the venue being Holt Fleet. The party assembled at 9.15 a.m., and were conveyed in luxury coaches on a trip *via* Warwick, Stratford-on-Avon, Evesham and Worcester to Holt Fleet, where lunch and tea were served at the Holt Fleet hotel. Sports were held in an adjacent field, when the circuit shield was won by the Piccadilly Theatre. Other items in the day's programme consisted of a river trip and dancing during the evening.



The combined staffs of the Brettel Circuit photographed at Holt Fleet during their annual staff outing

Trade at Play

"KINE" CRICKET RESULTS

BUSY DAYS FOR TRADE GOLFERS

MIDLAND SOCIETY TO BE FORMED

SUNDAY, July 9, should be a "big day" at Stoke Poges. There are two important competitions that day: 18-hole medal round for the Founder's (Jeffrey Bernerd) challenge putter; 18-hole medal round for novices for Sam Berney's challenge cup. J. Weiner gives two silver tankards to the runners-up. There is also an 18-hole bogey, 4-ball foursome, for the silver tankards presented by A. Pears. The committee request early entries.

A Midland S.G.S.

The recent Midland golf tournament at Halesowen, in aid of the territorial Benevolent Fund, proved such a financial and social success that steps are being taken to run another tournament at Walsall in September. W. L. Grice, of 52, John Bright Street, and D. M. Robertson, manager for Universal, Musicians' Buildings, Severn Street, Birmingham, are joint organisers. No definite date has been fixed, but the entrance fee will be 2s. 6d.

An attempt is also being made in Birmingham to form a Midland Screen Golfing Society, with a view of arranging inter-district competitions and, possibly, a Midland Cup Competition.

Birmingham Tournament

So great a financial and social success has the recent golf tournament in aid of the Birmingham Cinema Trade's Benevolent Fund proved itself, that it has been decided to run a further tournament in September. This time the venue will be Walsall, and the entrance fee 2s. 6d. Forms are being got out, and in the meantime those interested should get in touch with Len Grice at Messrs. Langrish and Co., or J. Robertson, at Universal's Birmingham offices, who will supply all details.

Sheffield Meeting

The Sheffield Screen Golfing Society had an enjoyable meeting on Wednesday, first and second medal and bogey competitions being played.

Horace Routledge, Rotherham, won both the first-class medal and bogey competition, returning 77 net in the medal and winning two up in the bogey. Len Sullivan won the second class with 79. He also tied with Syd. Caverson in the bogey competition. When this was played off on Friday Mr. Caverson won with three up.

The Sheffield committee have accepted an invitation to play inter-city games with the Sheffield Screen Golfing Society, and dates are being arranged.

Northern Counties Outing

A big field of golfers attended an outing of the Northern Counties Kinema Golfing Society, at Hexham, and competed for the kinema cup, over 36 holes, and for the Grantham rose bowl and the Marshall and Broughton cup, each over 18 holes. Leading net scores were as follows:—

Kinema cup, 1, J. Harwood, 150; 2, C. Baldwin, 152; 3, Howard Griffiths, 156; 4, E. Bamford, 157.

Grantham rose bowl, 1, C. Baldwin, 74; 2, J. Harwood, 79; 3, J. Harris, 80; 4, G. T. Turnbull, 80.

Marshall and Broughton cup, 1, S. Partridge, 71; D. Dawson, 75; 3, J. Arnott, 75; R. Craven, 77.

SHEFFIELD CABARET

CIVIC GUESTS MINGLE WITH MANAGERS

A distinguished company attended a supper and cabaret dance at the Grand Hotel organised by the Sheffield Entertainment Managers' Association in connection with Sheffield Civic Week. The company of 300 included the Lord Mayor and Lady Mayoress of Sheffield, the Master and Mistress Cutler, the Town Clerk, Mr. and Mrs. Gene Gerrard, Arthur J. Greenspan (sales manager, Wardour Films), Bernard Schofield (Yorkshire manager, Wardour), Vivian Nelson (F.N.), and a number of other Trade personalities. The room was brilliantly decorated for the occasion, and R. O. Brown was again responsible for a novel interchangeable colour-lighting scheme.

A committee, comprising Arthur E. Holland (chairman), W. B. Gibson, Len Sullivan, S. Neate, C. E. Windsor, Harry Heath, and V. H. Deacon, were responsible for the excellent arrangements.

WINS FOR KODAK AND B.I.P.

SOUTH YORKS GAMES

FROM the two matches in the *Kine* Cricket Cup Competition last Sunday, Kodak and B.I.P. came out winners, defeating Kay Film Co. and Warners respectively. Due to the excellence of J. Kohl with bat and ball (125 and 5 wickets for 17) Kodak's win at Edmonton was a very decisive one. The B.I.P. v. Warner match was much more equal, only 23 runs separating them.

KODAK v. KAY FILMS.—KODAK—B. Leeming, b. Johnson, 35; J. Kohl, b Joyner, 125; W. Salisbury, c Farrell, b Orford, 32; S. Gunn, run out, 45; F. Kohl, not out, 4; byes, 13; total (for 4 wickets), 254. J. Dryden, T. Underwood, H. Howman, W. Jenkins, S. Fowler and K. Harris did not bat.

KAY (1st innings).—Farrell, sen., c Gunn, b J. Kohl, 14; Orford, b J. Kohl, 6; Hindmarsh, b Leeming, 1; Farrell, jun., b Leeming, 6; Joyner, b Leeming, 21; Mann, b J. Kohl, 0; Campbell, c Underwood, b Leeming, 5; Wallbanks, run out, 0; Weatherby, c Underwood, b J. Kohl, 1; Johnson, b J. Kohl, 7; Barham, not out, 0; total 61.

KAY (2nd innings).—Farrell, sen., b Leeming, 11; Orford, c Dryden, b Leeming, 0; Hindmarsh, st Howman, b Leeming, 18; Farrell, jun., run out, 11; Joyner, b Fowler, 15; Mann, c J. Kohl, b Fowler, 7; Barham, not out, 0; Wallbanks, b Harris, 0; Johnson, c J. Kohl, b Harris, 0; byes, 4; total (for 8 wickets), 66. Weatherby and Campbell did not bat.

Bowling (1st innings).—J. Kohl, 5 wickets for 17 runs; B. Leeming, 4 wickets for 44 runs. 2nd innings—B. Leeming, 3 wickets for 30 runs; K. Harris, 2 wickets for 0 runs; S. Fowler, 2 wickets for 2 runs.

B. I. P. v. WARNER.—B. I. P (1st innings)—C. Simpson, c d'Angelo b Dixon, 15; H. Gillam, lbw b Fry, 8; A. Bates, c Tash, b Hope, 0; W. Sygrove, b Fry, 14; K. Duvall, b Hope, 2; E. Edwell, lbw, b Fry, 2; B. Langley, run out, 0; S. Nunney, b Fry, 7; L. Norman, b Fry, 4; P. Grindrod, not out, 5; R. Goddard, b Fry, 1; extras, 10; total 66. Second Innings.—C. Simpson, b Ward, 1; H. Gillam, b Hope, 2; A. Bates, b Hope, 4; W. Sygrove, c Freeman, b Fry, 9; K. Duvall, c Tash, b Hope, 0; E. Edwell, lbw, b Shute, 0; B. Langley, c Tash, b Dixon, 0; S. Nunney, not out, 2; L. Norman, lbw, b Fry, 0; T. Grindrod, b Ward, 20; R. Goddard, b Fry, 0; extras, 9; total 47.

WARNER.—1st Innings.—Fry, c Grindrod, b Bates, 11; Shute, b Duvall, 4; Davies, b Duvall, 1; Hope, b Grindrod, 1; Ward, b Duvall, 5; Dixon, b Grindrod, 4; Kraike, lbw, b Grindrod, 2; Freeman, not out, 6; Tash, b Duvall, 1; Flower, c Gillam, b Grindrod, 1; d'Angelo, b Duvall, 0; extras, 9; total, 45. Second Innings.—Fry, lbw, b Grindrod, 1; Shute, lbw, b Grindrod, 1; Davies, c Norman, b Bates, 9; Hope, b Duvall, 1; Ward, run out, 7; Dixon, c Norman, b Duvall, 1; Kraike, not out, 3; Freeman, b Grindrod, 8; Tash, c Simpson, b Duvall, 4; Flower, b Gillam, 0; d'Agelo, c Norman, b Duvall, 0; extras, 10; total 456.

Inter-city Cricket

The return cricket match between the staffs of the Albert Hall, Sheffield, and the New Victoria Kinema, Bradford, was played on the Sheffield Kinema sports ground at Dronfield on Sunday, when a good company of kinema men were present. The Bradford team, who were accompanied by G. B. Ridler, manager, were again successful, scoring 112 against 99 by the Albert Hall eleven. V. H. Deacon, manager of the Albert Hall, who captained the team, was top scorer with 49. At the close of the game the visitors were entertained to tea by the Sheffielders and a very happy time was spent.

SUSSEX AS HOSTS TO PORTSMOUTH

TUESDAY'S TEST MATCH

Sussex are the "hosts" this year for the ninth annual outing of the Sussex and Portsmouth branches of the C.E.A., which takes place on Hayward's Heath on Tuesday, July 11.

Luncheon and dinner will be served at the Birch Hotel, and in the afternoon there will be the annual "test match" between the branches for the cricket cup presented by the "boys of the road." For the ladies there will be a tennis tournament, with clock golf and bathing in the hotel's fine bathing pool.

R. H. Ainsworth (Brighton) is supervising the general arrangements for the outing in association with A. Daniels, secretary to both the Sussex and Portsmouth branches.

The Northfield Picture House, Bristol Road South, Birmingham, will close for one week commencing July 24, during which the staff will have its annual vacation.

Manchester and Salford branch of the Old Contemptibles' Association held a special parade on Tuesday at the West End, Manchester, in connection with the presentation of the film, "Blockade."

TIVOLI RUN FOR 'ORDERS IS ORDERS'

Cyril Maude and Charlotte Greenwood in ORDERS IS ORDERS (Gaumont-Ideal)

Films and Fun in Barracks

CHARLOTTE GREENWOOD AND JAMES GLEASON

"ORDERS IS ORDERS," the Gaumont-British film version of the successful play written by Ian Hay and Anthony Armstrong, will commence a pre-release run at the Tivoli on Monday, July 10.

The story is concerned with an American film producer, who, without previous intimation or even "by your leave," barges into a British barracks and proposes to film. His assistant, a persuasive lady, induces the Colonel to ask Brigade H.Q. for official sanction. A chit asking for permission to adopt certain measures to trap a rat which is creating havoc in the quartermaster's stores goes forward at the same time. By inadvertence the reply, "take whatever action you think fit," referring to the rat, is understood to mean permission to film. The film producers go ahead to some purpose. They use the gymnasium as a studio; the orderly room as a projection theatre, while the Colonel's office becomes the producer's own sanctum. They even write in a small part for the Colonel's daughter, and later persuade the Colonel himself to play in the film. In the midst of this upheaval and turmoil, the General arrives on a surprise visit, with unexpected results to all concerned.

The principals in this Gaumont-British production are Charlotte Greenwood and James Gleason, with Cyril Maude as the irascible old Colonel. Charlotte Greenwood as Wanda, the producer's indispensable assistant, is said to present what is positively the funniest comedy characterisation yet seen in any film. James Gleason gives a study of an American film director which is positively brilliant. One laughs at and with Gleason in his rôle of Ed. Waggermayer. Cyril Maude is delightful as the Colonel caught up in the whirl of the film world. His display of irascibility, his capitulation to the charms of Wanda, and his portrayal of the Colonel of the French Legion in Ed's film of the Desert are just a few facets in a gem of characterisation.

Other players in a brilliant supporting cast are Ian Hunter, Cedric Hardwicke, Donald Calthrop, James Carr, Percy Parsons, Finlay Currie, Eliot Makeham and Hay Plumb and Edwin Lawrence. The film was directed by Walter Forde.

"Orders is Orders" will be specially presented to the Trade at the Prince Edward Theatre on Thursday, July 13, at 8.45 p.m.

COUNCIL DEFERS TO ANTI S.O. BIGOTS

MERTHYR POSTPONES SANCTIONS

THE Merthyr Council has decided to hold in abeyance for three months the steps formerly decided upon to put into force in the area the provisions of the Sunday Entertainments Act (1932).

The Council had previously decided to allow Sunday kinema shows at the request of various charity organisations, and the decision to defer action was the result of a formidable deputation from religious bodies waiting on the Council.

The Merthyr Free Church Council and Treharris leaders of Nonconformity pleaded for the Council to rescind its sanction decision. The Merthyr Free Church Council, the Evangelical Council of Free Churches, and Merthyr District Baptist Union, and a large number of chapels in the area, presented resolutions and petitions against Sunday opening of kinemas.

The Town Clerk said that if these bodies could show the requisite one-twentieth of the electorate as objecting to the Act being put into force a plebiscite must be taken. Two performances yearly were permissible under present powers.

Hospital To "Wait and See"

At a meeting of the Swansea Hospital Carnival Committee, the decision of the Swansea Council not to allow the showing of a films programme on a Sunday for benefit of the hospital was criticised. Members said they did not know "that we had had such a lot of saints on the Council."

With regard to the promise of the churches to raise £1,000 for the hospital if the performance was not permitted, it was a case, it was said, of waiting and seeing if they could keep their promise.

HORNSEY MOVE

ARTHUR TAYLOR APPLIES FOR S.O. ORDER

At the last meeting of the Hornsey Council a letter was submitted from Arthur Taylor, of the London and H.C. branch of the C.E.A., requesting the Council to pass the appropriate resolution in regard to Sunday opening, enabling the provisions of the Act to be put into force.

The kinemas affected include Crouch End Hippodrome; Plaza, Crouch End; Finsbury Park Rink; Athenæum and Summerland, Muswell Hill; New Clarence, Hornsey, and the Premier, Harringay.

It was decided to take the necessary steps at the next meeting to call a town's meeting.

SIMULTANEOUS SHOWS

ROTHERHAM TRADE PROTEST

Rotherham exhibitors are disappointed with the decision of the Watch Committee that Sunday charity performances shall take place on the same days, namely, July 2 and October 22. It is contended that the charities will not benefit so substantially by all the seven kinemas opening on the same Sunday as they would if each kinema was allowed to open on any two Sundays during the year. It was also declared that there was not sufficient time to fix up performances for last Sunday.

"THE REBEL" FOR THE REGAL

SPECTACULAR PREMIERE ARRANGED

Universal's super, "The Rebel," after severe competition, has been booked by the Regal, Marble Arch, for its premiere presentation, which will allow for an indefinite run.

The Regal directors, S. F. Ditcham states, consider the picture as one of the finest entertainments they have ever handled, and special plans are being put in hand for an unusually lavish stage presentation. It is planned as Will Pepper's supreme ocular and oral creation, with a super cast.

Great Newspaper Tie-Up

"Big Cage" as National Serial

A noteworthy publicity scoop has been engineered by Universal for "The Big Cage," which is being serialised by the *Sunday Pictorial*.

A double-page spread and a further three-quarters of a page were devoted to the life story of Clyde Beatty, on which the film was based, with graphic illustrations from the film, together with a front page panel and a news page story about the serial.

The newspaper's campaign to put over the serialisation of "The Big Cage" included 100,000 double crowns posted all over the country, 50,000 double crowns available for kinemas showing the picture, 800 special London omnibus double crown positions, and large Press advertisements in London daily and evening papers, and the main provincial evening papers last Saturday.

The provincial evening newspaper and the double crown campaign is to be continued indefinitely, and will probably last out the duration of the serial which is scheduled for fourteen weeks.

Exhibitors interested in cashing in on the *Sunday Pictorial* campaigns are requested to obtain information either from the *Sunday Pictorial*, Geraldine House, Fetter Lane, E.C.4, the circulation department, or from the publicity department of Universal Pictures, Film House, Wardour Street, W.1.

Gene Gerrard and Molly Lamont in a scene from LEAVE IT TO ME (Wardour) which is being shown at the Regal next week

SHOWING NEXT WEEK

A GUIDE to Exhibitors throughout the country is afforded by the following list of features being run at the key theatres during the week commencing July 10.

London

Astoria.—"The Crime of the Century" and "She Done Him Wrong" (Paramount).
Capitol. — "Britannia of Billingsgate" (Gaumont-Ideal).
Carlton.—"International House" (Paramount) and "Loyalties" (A.B.F.D.).
Davis (Croydon).—"Sailors' Luck" and "Humanity" (Fox).
Dominion.—"The Mystery of the Wax Museum" (Warner).
Empire.—"Clear All Wires" (M-G-M) and "The Merry Monarch" (U.A.).
Marble Arch Pavilion.—"Prince of Wales" (W. and F.).
New Gallery.—"It's a Boy" (W. and F.).
New Victoria. — "The Crime of the Century" and "She Done Him Wrong" (Paramount).
Regal.—"Viennese Waltz" and "Leave It to Me" (Wardour).
Stoll. — "Employees' Entrance" (First National) and "Penguin Pool Mystery" (Radio).
Tivoli. — "Orders Is Orders" (Gaumont-Ideal).

Birmingham

Forum.—"Leave It To Me" (Wardour) and "Air Hostess" (J.A.).
Futurist.—"To-night Is Ours" and "The Mysterious Rider" (Paramount).
Gaumont Palace.—"Men Must Fight" (M-G-M) and "Our Fighting Navy" (Butchers).
Scala.—"'Frisco Jenny" and "The Melody Maker" (First National).
West End.—"Karma" (Inter Prods.).

Bradford

New Victoria.—"Pleasure Cruise" and "To Brighton With Gladys" (Fox).
Morley Street.—"He Learned About Women" (Paramount) and "Her Reputation" (Fox).
St. George's Hall.—"Under Cover Man" (Paramount) and "Smoke Lightning" (Fox).
The Empire.—"Twenty Thousand Years in Sing Sing" (First National) and "The Death Kiss" (Gaumont-Ideal).
Theatre Royal.—"Evenings For Sale" (Paramount).
The Regent.—"I Am a Fugitive" and "The Gambling Sex" (Warner).

Bristol

Empire.—"Parachute Jumper" (Warner).
Hippodrome.—"Billion Dollar Scandal" and "Hello, Everybody" (Paramount).
King's.—"'Frisco Jenny" (First National) and "Morgenrot" (Wardour).
New Palace.—"The Crime of a Century" and "The Mysterious Rider" (Paramount).
Regent.—"Humanity" (Fox) and "The Death Kiss" (Ideal).
Stoll.—Mon.: "Night After Night" and "70,000 Witnesses" (Paramount); Thurs.: "Man Against Woman" and "Deception" (U.A.).
Triangle.—"Parachute Jumper" (Warner).
Whiteladies. — "'Frisco Jenny" (First National) and "Morgenrot" (Wardour).

Cardiff

Capitol.—"She Done Him Wrong" (Paramount).
New Theatre.—"Rockabye" (Radio).
Park Hall.—"The Secret of Madame Blanche" (M-G-M).
Pavilion.—"20,000 Years in Sing Sing" (First National) and "Taxi to Paradise" (Fox).
Queen's.—"20,000 Years in Sing Sing" (First National) and "Taxi to Paradise" (Fox).

Edinburgh

Caley.—"Endurance" and "Hypnotised" (Gaumont-Ideal).
New Picture House.—"To-night is Ours" (Paramount) and "The Ironmaster" (Gaumont-Ideal).
New Victoria.—"To-night is Ours" (Paramount) and "The Ironmaster" (Gaumont-Ideal).
Palace.—"Puppets of Fate" and "The Air Hostess" (U.A.).
Playhouse.—"The Bitter Tea of General Yen" (U.A.) and "That's My Wife" (British Lion).
Rutland.—"The Parole Girl" and "East of Fifth Avenue" (U.A.).
St. Andrew Square.—"The Parole Girl" and "East of Fifth Avenue" (U.A.).
Synod Hall.—"Woman in His House" (Radio) and "The Tragedy of Everest" (Wardour).

Glasgow

Coliseum.—"The Blarney Stone" (W. and F.) and "The Public Be Hanged" (P.D.C.).
Cranston's.—"They Just Had to Get Married" and "Rough Riding Romeo" (Universal).
Green's Playhouse.—"Nagana" (Universal) and "The Lady of the Rose" (First National).
La Scala.—"That's My Wife" (British Lion) and "The House of Chance" (P.D.C.).
New Savoy.—"The Ironmaster" (Gaumont-Ideal) and "Manhattan Towers" (Pathé).
Regal.—"The Blarney Stone" (W. and F.) and "The Public Be Hanged" (P.D.C.).
Regent.—"Happy Days Are Here Again" (M-G-M).
The Picture House.—"King of the Ritz" (Gaumont-Ideal).

Leeds

Assembly Rooms.—"Pleasure Cruise" and "To Brighton With Gladys" (Fox).
Coliseum. — "Infernal Machine" and "Sailors' Luck" (Fox).
Majestic.—"Pleasure Cruise" and "To Brighton With Gladys" (Fox).
Paramount.—"Million Dollar Scandal" (Paramount) and "Lost Chord" (A.P.D.).
Rialto.—"Match King" and "River House Ghost" (First National).
Scala.—"Infernal Machine" and "Sailors' Luck" (Fox).
Tower.—"This Sporting Age" and "Last Man" (U.A.).

Liverpool

Forum.—"Twenty Thousand Years in Sing Sing" (F.N.).
Futurist.—"Man Against Woman" and "Puppets of Fate" (U.A.).
Palais de Luxe.—"The Man From Toronto" (Gaumont-Ideal).
Prince of Wales.—"Private Jones" (Universal).
Rialto.—"The Ironmaster" (Gaumont-Ideal).
Royal Hippodrome.—"The Ironmaster" (Gaumont-Ideal) and "Medicine Man" (Radio).
Scala.—"Vanity Street" and "No More Orchids" (U.A.).
Trocadero.—"Pleasure Cruise" (Fox) and "Slightly Married" (Butchers).

Manchester

Deansgate.—"Slightly Married" (Butchers).
Gaiety.—"Parachute Jumper" (Warner).
Market Street.—"The Secret of Madame Blanche" (M-G-M).
New Oxford.—"The Secret of Madame Blanche" (M-G-M).
Paramount.—"No Man of Her Own" and "The Mysterious Rider" (Paramount).
Piccadilly.—"Blarney Stone" (W. and F.).
Regal.—"Sailor's Luck" (Fox).
Theatre Royal.—"Twenty Thousand Years in Sing Sing" (First National).

Newcastle

New Westgate.—"That's My Wife" (British Lion) and "Polar Peril" (Gaumont).
Paramount.—"Luxury Liner" (Paramount) and "The Woman in His House" (Radio).
Pavilion.—"Parole Girl" (U.A.).
Queen's Hall. — "Blondie Johnson" (F.N.P.).
Stoll.—"Topaze" and "Sailor Be Good" (Radio).

Sheffield

Albert Hall.—"Grand Slam" (Warner) and "Smoke Lightning" (Fox).
Central P.H.—"Twenty Thousand Years In Sing Sing" and "Mr. Quincey of Monte Carlo" (First National).
Cinema House.—"If I Had a Million" (Paramount).
Electra Palace.—"Love Me Tonight" (Paramount).
Hippodrome. — "Hard to Handle" (Warner) and "State Trooper" (U.A.).
Regent P.H.—"Under Cover Man" (Paramount) and "Parole Girl" (U.A.).
Union Street.—"Rock-a-Bye" and "Iron Stair" (Radio).

GERMAN KONTINGENT

Extended until 1936

An order issued by the German Government over the signatures of Adolf Hitler, Dr. Goebbels and Herr Firck, Secretary for Interior Affairs, prolongs the existing kontingent law until June 30, 1936.

Theatre Furnishing
Pixtons Ltd.
65 NEWMAN STREET
LONDON.W.1.

GUILD MEETINGS AND TRADE PRESS

LONDON COURT SECRETARY DENIES REPORTED BAN

F. H. WOODS, secretary of the London Court of the Guild of British Projectionists and Technicians, refutes the statement emanating from the Bradford Court that the London headquarters of the Guild is opposed to the presence of representatives of the Trade Press at meetings of the Guild.

His letter to the Editor of the *Kine.* runs as follows:—

Our attention has been drawn to a report in the *Kine.* of June 22, headed "Bradford Against Ban on Press," and with a statement that "London had, practically speaking, put up a ban against reporters of the Trade Press being present, and giving a fair version in their papers of the proceedings, etc."

I have to inform you that it would appear that our Bradford officials have grossly misrepresented the real facts of this matter, inasmuch as they have allowed it to be inferred that London is against the Trade Press being present at its meetings. This I make haste to assure you is emphatically not the case. We are, and always have been, very glad to see the representatives of Trade papers in attendance.

For your information, I would like you to know that on the occasion of the meeting of the National General Council of the above Guild, held on May 28 last, at which officers from all provincial Courts were present, there was an item on the agenda relating to "Unfavourable Publicity," and a discussion ensued thereon.

I regret to say that it was necessary to bring this subject to the notice of the N.G.C. owing to the fact that our Bradford friends have, in the past, allowed Guild matters to go forward for publication when they were not sure of the subjects in question being accurate. In two cases the matter printed was entirely wrong, and in a third case, as a result of an article written by a Bradford official of the Guild, another Court found itself in an extremely awkward position. It was therefore felt that in future all Court officials should carefully check all publicity in order to avert the foregoing.

It may possibly be that the Bradford delegates resented being, shall I say, "called over the coals," and likewise, no doubt, at the time the foregoing mistake occurred, they had no idea of the ultimate consequence of their actions.

However, I am sure you will agree that an organisation such as our own must be very careful in what it says, what it does, and what it publishes, bearing in mind that unfavourable publicity can be likened to a boomerang, namely, it can fly back and do damage.

My reason for writing this is that I should be very reluctant to have you think that after all the support we have received from the *Kine.* in the past, we were now preparing to withhold particulars of our activities from those who have been amongst our best friends and supporters.—Yours faithfully,

F. H. WOODS.
For and on behalf of
The Publication Committee, G.B.K.P.T.

PRODIGY-O-SO?

We knew he was a genius at the organ because he told us so. "I learned to play when I was six years of age!" he said. "At what age did you forget!" queried the long-suffering manager.

W.E. IN FRANCE

According to a message from the Western Electric French distributors, the Olympia, Niort—just signed—represents the 250th house in French territory to instal Western Electric and has been wired with a 3.A system.

The figure of 250 includes 197 in France, 35 in Algeria, 12 in French Morocco, and six in Tunis.

The Observation Window

Light on the Screen

When the Human Eye Fails
Home-Made Slides

AMONGST a number of ingenious advertising displays from mechanical models to neon signs the most effective piece of publicity run by Ship Carbons at the Glasgow exhibition was a folder, entitled "Measured Light."

NOW that, thanks to the new recording photometers, the intensity of light on the screen can be recorded "beyond a peradventure," we can hope to see the end of the fruitless discussions which must always result when the human eye, with all its liability to error, is the final judge of screen brightness.

EACH Ship Carbon engineer is equipped with a recording photometer, and the Ship people are looking forward to being able to substantiate some of the claims for high screen intensities which they have made in the past.

MENTION is made in the *Monthly Abstract Bulletin* issued by Kodak Research Laboratories of the possibility of making lantern slides of thin commercial cellophane wrapper by typing upon it or drawing with a pen. As they smear easily they may be made more permanent by passing the typed film through ethyl acetate then blotting and drying.

MAX FLEISCHER, the celebrated cartoonist, has invented a camera device which enables him to make cartoon close-ups at one inch distance from the drawings instead of 14 inches as heretofore. He calls it the "Approach Camera," and the outfit includes a swing-back objective bed.

ALTHOUGH it is not within the province of kinematography or even of kinema engineering, I was interested to read in a pamphlet issued by the National Gas and Oil Engine Co., of the running of some engines of theirs on sewage gas from sewage disposal works. Not only is sewage gas used for the engine (about 3,000 cubic feet per hour on full load) but sewage effluent is used for cooling the engine. The plant is employed in producing electrical energy for the works.

THE kinema, by reason of its having a purely modern function, is often regarded as the place where modernism in furniture and architecture reaches its highest expression. All those who are interested in the modern trend of decoration and furnishing should take an opportunity to visit the Exhibition of Industrial Art at Dorland House, Regent Street, where are some decidedly modern notes which might find expression in the kinema. The exhibition closes on July 12.

J. BENSON.

THIS WEEK'S PROJECTION ROOM

The Forum, Villiers Street, Strand, W.C., is situated under Charing Cross Railway Station. The projection room is fitted with Kalee projectors and a 40 h.p. crude oil engine supplies main lighting and power for heating and ventilating

CONRADTY
CONSISTENT
CARBONS
OF ALL TRADE HOUSES
CONRADTY PRODUCTS LTD
SAMPLE PAIR SENT FREE ON REQUEST
101. WARDOUR STREET, W.1.

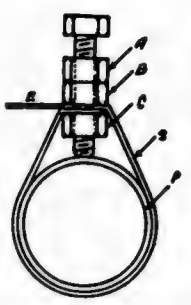
THE IMPORTANCE OF GOOD EARTHS

CARRYING OUT HOME OFFICE SAFETY REGULATIONS

By Cyril Sylvester, A.M.I.E.E.

THERE is a very important rule in Home Office regulations which refers to the earthing of electrical machinery and the conduits in which the power and lighting circuits are run. This rule, stated briefly, is "All electrical machinery and conduits containing circuits shall be *efficiently earthed.*" I am stressing the point "efficiently earthed" because many things are found wanting in this respect.

When I am examining a new installation I pay particular attention to the earthing arrangements. If I see earth wires connected to conduits by an arrangement which is likely to fail, I do not pass it. Generally, a clip of strip brass is bent round the conduit and a bolt and nut serves the dual purpose of securing the clip to the conduit and the earth wire to the clip. This may appear to be a good job immediately it is done, but when it has been knocked a few times with a broom as the machines are cleaned, the clip becomes loose and the object for which it is fitted (to protect the machine) is defeated.



A Danger Moment

An earth wire must at all times make good metallic connection with the piece of apparatus it is protecting. By good metallic connection is meant that it is rigidly connected to it without the possibility of it coming loose. What occurs with a slack connection is that, apart from a poor earth, if a leak occurs on a machine or conduit, a flash takes place at the point of bad contact and the earth wire fuses: this makes the apparatus alive and there is grave risk of shock.

How to Clip

A good earth clip can be quickly made, such a clip is illustrated in the sketch. Here, P is the conduit, S a piece of brass strip, E is the earthing strip proper, and A, B, C are ordinary brass nuts. The strip is about ¾ of an inch wide and it is cut off to a length which will more than pass round the conduit. Two holes are drilled in the ends of the strip and the latter is bent at right angles. The nuts and strip are then arranged as shown in the sketch. First, the two nuts A and B are run down to the head of the bolt, the strip is placed round the conduit and, at the right-angle points, nut C is inserted between the overlapping ends and the conduit.

The bolt is then screwed into C until the bolt end is pressing hard on to the conduit. Then the earthing strip, E, fitted with a slotted hole, is placed over the clip ends and B is screwed down tight upon them. The function of the third nut, A, is to lock the arrangement so that it cannot be moved. If the end of the bolt is slightly pointed it will bed itself into the surface of the conduit thus placing better tension on the strip.

Current Carrying Capacity

The thickness of the strip should be about 1/16 of an inch. The cross-sectional area will be quite sufficient to carry large currents, since a large proportion will be carried by the bolt proper. The cross-sectional area of E, however, must conform to Home Office rules. This is that the earth conductor shall be capable of carrying half the current which is carried by the apparatus. In other words, the cross-sectional area of E must be at least half that of a conductor carrying the main current.

KALEES IN DEMAND

"Following the opening of the new Regal, Winchester, where a battery of the latest "Kalee" Super Sound Projectors have been installed by the Kershaw Projector Co., the undermentioned new kinemas have commissioned Kershaw's to supply their operating boxes with similar equipment: New County Theatre, Hertford; New Granada, Hove; New Corinth Cinema, Hayes; New Majestic Cinema, Mitcham; New Plaza Cinema, West Wickham; Astoria Cinema, Brighton; besides a number of others shortly to be announced.

Advertising that Creates Goodwill

Here is an American publicist's views on showmanship. In his opinion, it is not sufficient to play a good picture, you must emphasise the fact so that patrons are made lastingly conscious that it was your theatre that gave it

BY
G. R. KEYSER
First National's Foreign Publicity Manager

THE greatest asset of any business is its goodwill. Therefore, although the principle adopted by many exhibitors of concentrating the whole of their advertising efforts to current attractions is sound in many respects, it lacks the power to build up goodwill. It is like confining all one's eggs to one basket. Immediately the picture concerned has played, the effects of the expenditure are entirely exhausted. None of the advertising has helped to establish in the public mind the name and reputation of the theatre; neither has any spade work been accomplished for attractions to come.

It may be argued that a good picture induces patrons to come again, but the effect of a good picture can be further strengthened by advertising emphasis of the fact that it is an example of the customary high standard of entertainment provided by the theatre in which it was shown. It is not sufficient to send the patron away with the sense of having received good value for money. They must be made lastingly conscious of the fact that it was your theatre that gave it. They must be reminded that it will pay to come again.

Building Patronage

Influence the public mind so that when it thinks pictures it immediately thinks of your theatre. Establish your theatre as always offering the best show in town. Reveal to your patrons the merits of the pictures you will be playing in the near future, thus proving to them that future fare will be on the same high plane as that which has just been enjoyed. Remind them that the star and players they have just seen will be seen again in a picture which you have booked.

Get your artist to make you a neat sketch of two ladies at tea. The one is asking, "What pictures shall we see?" The other is saying "Let's go to the Strand. They *always* have a good show there." By publishing this sketch in the form of posters, handbills or house organ illustration in a consistent manner you drive home again and again the point you want to establish—the fact that it is not a question of what picture to see, but where to see it.

A Letter to Patrons

In the near future exhibitors will be playing the following First National productions: "Twenty Thousand Years in Sing Sing," "Employees' Entrance" and "Son of the Gods." This splendid group of pictures provides an excellent basis upon which to create a campaign which will add considerably to the goodwill of your theatre.

Have some notepaper printed bearing the sketch to which I have already referred and send your patrons the following letter:

Dear Patron,—The Strand is proud to announce that it has recently entered into an important contract which will enable it to show you a succession of the latest successes of the screen.

You are *always* sure of seeing a good show at the Strand, and our success in negotiating our new contract gives us the power to show you even greater and better shows than you have seen before. Here follow details of coming attractions.

Thus you see that whenever you are thinking of going to the pictures, it pays to remember that you are *always* sure of seeing a good show at the Strand.

Cordially yours,
Manager of the
Strand,

Where you are *always* sure of seeing a good show.

It always pays to let your patrons know what you have in store for them. Impress them with the fact that you are always one step ahead of all opposition in your business deals with the producing companies. Let them into the secret of the successful contracts you have negotiated. This makes them feel that they have an intimate share in your business.

Why not adopt the slogan, "The House of the Big Hits." Draw up advertisements headed: HIT AFTER HIT—Every Week the Best Show in Town. Your Screen Favourites in Their Greatest Pictures.

At very little cost you can have a trailer made. This trailer will render you sound service for many weeks.

Lasting Publicity

Advertising of the character I have described is lasting in its effect. You are making your money go a long way. A well-planned campaign along these lines cannot fail to establish in the minds of your patrons a sense that will guide them to your box-office by mere force of habit.

The public is ruled by habit, and once you have firmly implanted the habit of coming to you for entertainment, you are sure of a good regular clientele which is the backbone of our business.

This vestibule display by H. Smith, of the Rink Cinema, Finsbury Park, for THE MUMMY (Universal) not only made a fine attention-getter, but caused a lot of talk about town too.

WINDOW CLEANER BOOST

FOR "LETTING IN THE SUNSHINE"

Another big success has been registered by "Letting in the Sunshine" at the Hippodrome, Sheffield, this week, where Mr. Gibson went all out to put this B.I.P. film over in a big way. Window displays in the principal music shops and sports shops created considerable interest; men carrying ladders and buckets with suitably worded placards paraded the streets prior to the opening of the film.

A big tie-up was arranged with the principal window-cleaning companies in the city, which resulted in over 200 men bearing details of the Hippodrome's programme—and the only cost involved was the printing of the bills and posters.

Another novelty which appealed to filmgoers was the playing of the theme song, "Letting in the Sunshine," during the interval at the Hippodrome, which boasts a sliding roof. Luckily, there was blazing sunshine nearly every afternoon during the run, and the roof was uncovered during the number, actually "letting in the sunshine."

"RAIN" FOR RAIN

A Raincoat Stores Advice

L. V. Walshaw, manager of the Beacon Cinema, Smethwick, is one of the most enterprising showmen in the Midlands. Window settings, foyer displays, the broadcast of programmes over the local short-wave transmitting station are only a few of the schemes he adopts to publicise his house.

During the past week of inclement weather he tied-up with Alex. Young, raincoat specialist, Smethwick, for the forthcoming screening of "Rain" (U.A.). At the back of the window was a design depicting a wooden bungalow with a cut-out of Joan Crawford looking through the window, the whole being splashed with white to illustrate rain. At the side was a further illusion of tropical palms, and the whole setting was completed with a display of raincoats, stills and publicity matter, including the announcement: "Before seeing 'Rain' at the Beacon, see raincoats at Alex. Young's."

This was supported by the distribution of a large number of throwaways throughout the district, a similar display of coats and stills in the foyer and balcony lounge, and large advertisement in the local Press.

Australian exploitation for TELL ME TO-NIGHT (W. & F.). An arresting display in the window of a Melbourne music store

Bristol Kinemas and Gala Week

ILLUMINATED AND GAILY DECORATED FRONTS SECURE EXTENSIVE PUBLICITY

Last week Bristol celebrated its alliance with Brighton in a special Bristol-Brighton Gala Week, one of the features of which was the decorations and the illuminations and floodlighting of the city.

The central kinemas helped in this direction, notably the Hippodrome and the New Palace. The former house had its front dressed specially for the occasion. From underneath the globe at the top of the house right down to the canopy, the facade was gay with flags and bunting, while a message across the front declared that "We Will 'Brighton' Bristol For You."

The illuminations at night gave an opportunity to G. A. Higgs, the manager of the house, to make a splash, and the Hippodrome stood out prominent amongst the many illuminated buildings on the city's centre. At the top was the brilliantly lit revolving globe, while the tower was outlined with a number of coloured electric lights.

A string of similar lamps stretched across the top of the facade above the illuminated sign. Below this, at one side of the sign advertising the week's feature, was a revolving wheel with coloured glass discs, inserted in it, around this were painted coloured sun rays, the whole being floodlit by powerful lamps concealed on the canopy.

The outstanding feature of Baldwin Street was the floodlighting of the New Palace Theatre. Here, coloured lighting was employed, the lamps being concealed behind the front of the canopy. As the facade of the theatre is white, the coloured lighting proved most effective, and with the Neon sign along the top of the front of the house, it made a splash of colour which gave the street a touch of carnival.

The two Clifton houses, the Triangle and Whiteladies, decked their fronts with flags and bunting, at the former house the pay-box was shrouded in a large Union Jack, while at the Whiteladies the tower and entrance were bright with flags.

PRESTON TONIC *WINS* PATRONAGE

CHEMIST PUBLICITY FOR "SLEEPLESS NIGHTS"

"SLEEPLESS Nights" provided E. Barrie, manager of the Theatre Royal, Preston, with some bright publicity ideas. One of the best was his arrangement with a local manufacturing chemist, M. A. Simmons, of Leyland, to supply him with 5,000 head-ache powders.

These were placed in envelopes, on which matter was printed drawing attention both to the film and to the brand of powder. The title of the film and the nature of the product naturally gave plenty of scope. People were advised to see "Sleepless Nights" at the Royal and to avoid them by taking "Nervac."

The stunt was that it did not cost Mr. Barrie anything, and the envelopes were given away to patrons and also distributed at a Preston chemist's shop.

There was also an amusing foyer display in connection with this film. A bedroom tableau was arranged, with furniture lent by a local firm, showing a man in pyjamas standing beside a bed and trying to keep his twins quiet.

The outside publicity was worked on similar novel lines. Three men paraded the main streets of the town dressed in pyjamas and each carrying a baby and a board, reading: "It's a Yell" the first; the second, "It's a Scream," and the third, "Sleepless Nights."

"THERE GOES THE BRIDE"

Furniture Stores Tie-up

Hearing that Woolfe's Furniture Emporium were running a stunt to ascertain the age of their oldest customer, Albert A. Harrison, manager of the Delecia Cinema, Gosta Green, Birmingham, approached the firm and secured a tie-up for his screening of "There Goes the Bride."

An attractive window setting was arranged in conjunction with the film and a special advertising campaign entered upon, in which a valuable prize was provided by Woolfe's to the customer who could produce the receipt of greatest age.

The winners were an old couple who obtained their furniture from the company just over 40 years ago, and they, together with the other entrants, were entertained to tea at the stores and later to the picture at the Delecia Cinema, where the prize was presented.

CARDIFF CONVICT CHASE

Exploits "I am a Fugitive"

J. Leo-Rippin and W. J. Kent, the respective managers of the Queen's and Pavilion Kinemas, Cardiff, put over an effective combined publicity stunt in connection with "I Am a Fugitive" (W. & F.). Both kinemas were realistically decorated to represent gaols, with the entrance doors giving the impression of entering a cell.

In addition to tie-ups with local shops and stores, gangs of men paraded the streets attired in convicts' garb, while an exciting chase of a convict by attendants all dressed as warders through the centre of the city resulted, and, as a result, good business is reported from both houses.

The greatest holiday attractions are cinemas using—
SIEMENS—PLANIA CARBONS

"DAILY HERALD" TIE-UP

Brings Big Business to the Empire

SUCCESSFUL PET DOG COMPETITION

HARRY CRULL, general manager of the Empire, Leicester Square, London, showed how to get, with the minimum of expense, the maximum value out of an advertising campaign which he ran for the Marion Davies picture, "Peg O' My Heart" (M-G-M). The whole campaign was remarkable for two things, its cheapness and effectiveness, and managers who have booked the feature for future showing would do well to copy Mr. Crull's campaign.

He hit upon a particularly smart stunt for getting into the Press and secured a tie-up with the *Daily Herald* which, while costing next to nothing, attracted tremendous attention. It was arranged in the following manner. One of the important players in the picture is Peg's dog, Michael, a lovable little mongrel. Harry suggested to the *Herald* that they should run a contest in which a puppy bearing a strong resemblance to Michael would be the first prize, with further prizes of seats for the Empire.

Name This Dog

The entrants had to suggest a suitable name for the puppy, the prize was to be presented on the Empire stage on the last night of the picture. The *Herald*, in return, was given a trailer at the Empire advertising the contest. The *Herald* featured the contest and each day carried a news story or a photograph. One day they had a picture of Greta Granstedt with the puppy—another day they ran a shot of Bebe Daniels and her daughter with the dog. Bebe Daniels also consented to act as judge. Sunday's issue of *The People* also carried a picture of Miss Daniels and the dog.

A tie-up was arranged with numerous stores, where it was planned to have the dog on view. But the crowds that gathered round "The Dog Shop" in Woodstock Street, Oxford Street, where the dog was first on view, were so great that the owner of the shop persuaded the Empire to let him have the dog during the entire week, and in return for this concession he put out sandwich-board men on Oxford Street, distributing thousands of throwaways and allowing the entire front of his shop to be smothered with Empire advertising.

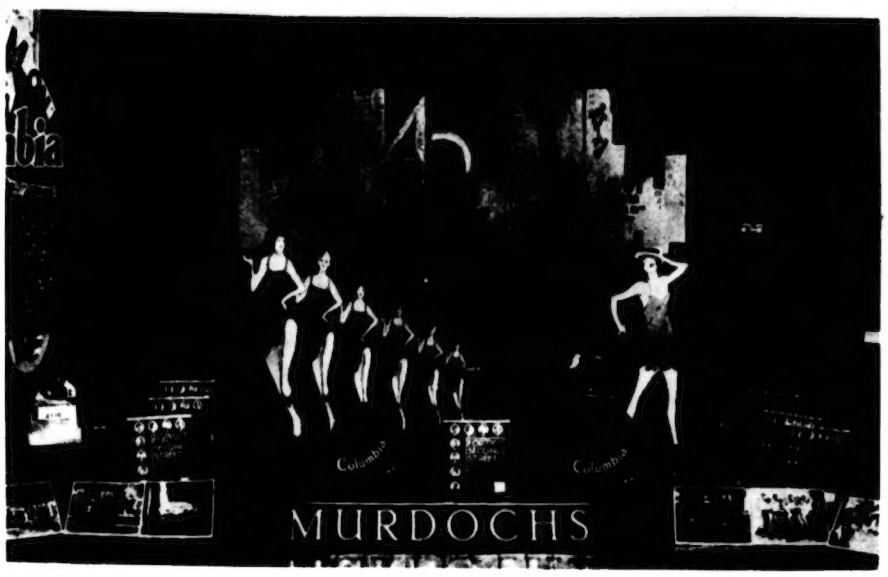
On the night of the presentation, Victor McLaglen was persuaded to appear on the Empire stage and hand over the puppy to Miss Wells, the winner. The theatre was packed to suffocation, and huge crowds waited outside to get a glimpse of McLaglen who, by the way, had come to town from location at Amersham, where the exteriors for "Dick Turpin" are being shot.

Gramophone Assistance

In addition to this stunt, tie-ups were also arranged with Decca Gramophone Company and Keith Prowse on the numbers, "Sweetheart Darlin'" and "I'll Remember," published by Campbell and Connelly, and featured in the film. Another tie-up was arranged with Meyrowitz, the opticians, who displayed stills from the film in their Regent Street and Bond Street windows.

The whole campaign, leaving out the regular newspaper advertising, of course, cost practically nothing, the most expensive feature being the puppy, a thoroughbred Sealyham, which came to £5 5s. Other incidentals were throwaways, a few hand-painted boards for window displays, and the trailer advertising the contest. The entries for the contest ran into many thousands, and were equal to the number received with a prize of £100 or over.

A mongrel puppy at £1 or 30s., bearing a resemblance to the dog in the film will do equally well for this stunt. We have Mr. Crull's word for it that it was a tremendously successful campaign, and one of the cheapest he has devised since taking over the Empire.



P. G. Lundy secured admirable publicity for FORTY-SECOND STREET (Warner) at the Savoy, Brighton, by a music store tie-up as shown above

TRIPLE EFFORT

By Brighton Showman

During the past three weeks consistent showmanship campaigns have been successfully undertaken by P. G. Lundy, of the Savoy, Brighton, for the first runs of "Employees' Entrance" (First National), "Letting in the Sunshine" (Wardour) and "42nd Street" (Warner)—the last-named of which is doing wonderful business this week.

To boost "Employees' Entrance," Mr. Lundy distributed 6,000 free samples of face powder, with the appropriate cachet: "Make up your face—and then make up your mind to see 'Employees' Entrance' at the Savoy."

For "Letting in the Sunshine" there was a street parade of men dressed to represent window-cleaners, carrying buckets and ladders, advertising the run of the film. In addition, 2,000 neat little squares of chamois leather for cleaning spectacles were given away, each one being overprinted: "Use these on your glasses and see 'Letting in the Sunshine' at the Savoy."

"42nd Street," which has been going over so well, was the subject of a good window display at Murdoch's Music Stores in the chief shopping thoroughfare of the town. Publicity was also secured by the issue of 100 double-crown posters with the wording in large letters, "To 42nd Street," and a hand pointing always in the direction of the Savoy.

Popular song hits from the film were featured in the week prior to showing in the Savoy Restaurant, patrons being invited to hear the melodies in advance.

Each of Mr. Lundy's showmanship efforts was accompanied by a special display in his miniature theatre in the main vestibule.

"BITTER TEA" LINK UP

Birmingham Managers' Success

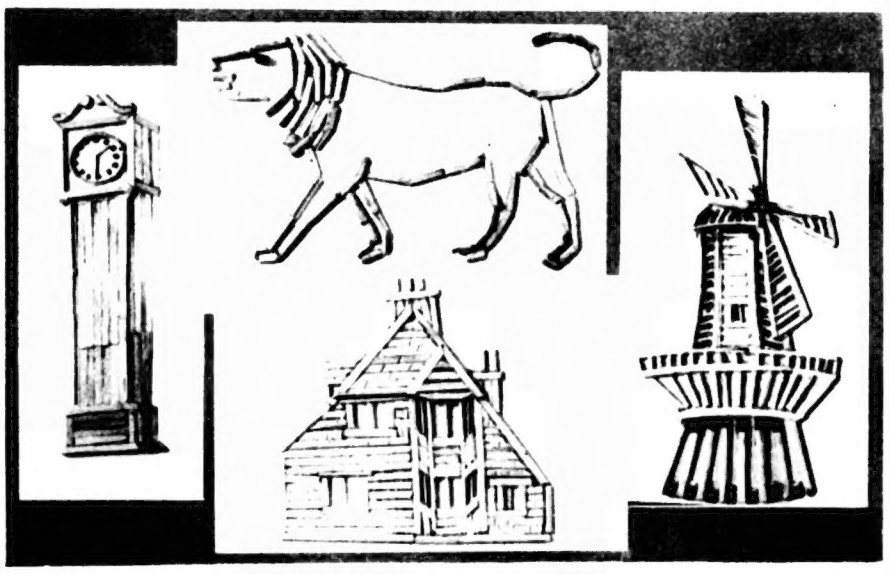
P. F. Inkester, manager of the Ritz Cinema, Bordesley Green East, Birmingham, arranged an attractive window setting for the exploitation of "The Bitter Tea of General Yen" (U.A.) by tying-up with Mason's stores in a special window display of tea.

In the centre was a life-size cut-out of a Chinaman with bamboo shoulder yolk, on each end of which was a tea chest. One chest was perforated and backed with yellow paper to read: "Showing at the Ritz on Monday for three days," while the other carried the film title. Electric globes were placed behind these piercings to throw the lettering into relief.

NURSING NEW PATRONS

A Mammy for a Mummy

Kinema managers receive all sorts of communications. Occasionally amongst them is one which is unconsciously funny, and when this happens the manager's day is brightened. The misreading of an advertisement brought such a letter to the manager of the Regent, Truro, the other day. Being due to show "The Mummy" at the theatre, the manager inserted an advertisement in the local paper asking for the loan of a mummy. It began, "Wanted, a Mummy," and applications were to be sent to the theatre. The manager did not expect to receive any replies to an advertisement which he intended to be just advance publicity for the film. But he did receive one, and this was its tenour: "Dear Sir,—Seeing an advertisement that you require a mummy for your child, I desire to make an application for the said post, having many years' experience. If you are not suited, would you reply to my letter, and if you desire an interview I would call on you." Evidently the good lady had interpreted "mummy" as an affectionate term for "mammy," and though there was no mention of a child in the advertisement the applicant, taking it for granted that the manager did not want a mammy for himself, he must necessarily have a child. Perhaps she had never heard of an Egyptian mummy.



Some of the successful entries in the match design competition instituted by Len Sullivan, manager Central P.H., Sheffield, in connection with THE MATCH KING (First National)

INGENIOUS EXPLOITATION

For "I am a Fugitive"

G. Almond-Jones, the manager of the Regent, Dudley, had an ingenious method of advertising "I Am a Fugitive" (Warner). The whole of the staff was dressed in convict attire, and the male members were employed cleaning the outside of the house.

"BLACK BEAUTY"

Special Sixpenny Edition

The interest shown by exhibitors in Pathé's "Black Beauty," the screen version of the famous Anna Sewell story, starring Alexander Kirkland and Esther Ralston, will be intensified by the news that a number of useful tie-ups are being arranged.

Among them is a series of country-wide displays by Messrs. Collins, the publishers, who are linking up with their well-printed sixpenny edition of the novel, each copy of which will have a paper band drawing attention to the film.

On each side of the gate, garden seeds, plants, birds, sand-baths, and garden food were displayed. Printed on a banner above the scene was the following slogan: "Your garden needs the best of seeds, for pleasure and profit, too. We supply the best and leave the rest to keep you 'Smilin' Through.'"

The orchestra played the theme song as a prologue and the organ, with violin obbligato, played an introduction to the film.

Mr. Lloyd arranged a number of tie-ups with seed shops and stores who displayed the slogan: "Keep 'Smilin' Through' life by purchasing here and being satisfied."

CYCLES IN COLLISION

Exploit "The Crash"

A realistic display was staged by W. Collings, of the Stoll, Bedminster, Bristol, for "The Crash" (First National). Two motorcycles which had figured in actual collisions were shown in a local dealer's window, and set in such a way that it appeared that they had just met in a head-on collision. On each side was a new machine, with the title of the film and the name of the theatre on the headlamps.

For his second feature, "Three on a Match" (First National) Mr. Collings had a large set erected on the front of the theatre, with a working see-saw, consisting of a huge match balanced on a heart. The see-saw was kept working throughout the day, and proved a very effective advertisement. Mr. Collings also tied up with a number of tobacconists in the district, using the slogan, "Don't light 'Three on a Match.' Buy a cigarette lighter here and see 'Three on a Match' at the Stoll."

NOVEL GARDENING BOOST FOR "SMILIN' THROUGH"

THEME SONGS IN HULL VESTIBULE

GOOD advantage has been taken by W. W. Lloyd of the exploitation angles offered by "Smilin' Through" (M-G-M) during its presentation at the Savoy, Hull.

A tie-up was arranged with a leading music shop who dressed their window with stills and records, and in return an electric gramophone played the theme songs in the vestibule, where an attractive garden scene was staged. This effect was obtained with a cut-out of Norma Shearer standing inside the garden gate arched with trellis, intertwined with rambling roses.

Divorce Teasers at Oldham

Exploitation for "A Bill of Divorcement"

A NEWSPAPER campaign featured in Wally Baker's exploitation for "A Bill of Divorcement" (Radio) at the Palladium, Oldham.

During the week previous to the screening teaser advertisements, with the following wording: "Is insanity grounds for Divorce?" "Should insanity become a legal ground for divorce?" "Has a woman—whose husband is insane—the right to divorce?" "The controversial theme of divorce and insanity is dealt with in dramatic fashion in 'A Bill of Divorcement'—Palladium next week," were inserted each day in the *Oldham Evening Chronicle*. These were followed by the regular advertising in the local papers, giving particulars of the film times and date of showing.

MANAGER'S LESSON TO KIDDIES

Wilfred I. Briggs, who recently took over the management of the Palace Theatre, Bordesley, Birmingham, is gaining much free publicity from the kiddies of the district. He has instituted a special children's matinee on the Saturday afternoon, at which special films of the serial and Western type are presented. Prior to the showing of the film he appears on the stage and discusses points relative to the picture with the young enthusiasts, telling them stories, giving lessons on spelling, cleanliness and conduct in case of any emergency.

The youngsters have become so enthusiastic over this feature that W. I. Briggs is now known throughout the district as "Uncle Wilfred" and receives a fan mail of between 200 and 300 letters. The majority of letters refer to the programmes and the children's likes and dislikes.

Although these special performances have only been running for a month, Mr. Briggs is now assured of a capacity house for the afternoon, whilst the amount of publicity that is given to this entertainment centre by the enthusiastic juveniles is proving of great business value.

"KINE" INTRODUCES SHOWMEN

Exchange of Ideas and Display Material

It is perhaps a tribute to the diligence with which the showmanship section of the *Kine.* is studied, when those whose schemes have been described, receive correspondence from all parts of the country.

F. J. Smidmore, of the Trocadero, Liverpool, whose schemes for "What! No Beer?" and the "Match King" were recently described and illustrated, told the Liverpool representative of the *Kine.*, the other day, that he received requests for information from exhibitors in the north, south and west. Some of his correspondents were so impressed by the modest cost of the equipment required, they decided to embark upon identical displays. Mr. Smidmore added that he had arranged to loan some of his effects to brother showmen.

These pages, therefore, appear to have become a meeting-place, or exchange, for showmen in search of good ideas and anxious to do their job better.

LARGE SUBURBAN CINEMA
TO LET
Seating capacity about 2,500; has taken £1,000 per week, and big business can be done.
Apply G., Box 374 Kinematograph Weekly.

WURLITZER
THE SHOWMAN'S ORGAN
Represented in Europe by WALTER PEARCE
33 KING ST. LONDON W.C.2
Tel. Temple Bar 2231

The illustrations above show two stands not earlier given in the Kine, and a portion of the stairway which C. H. Champion, with customary alertness, exploited on behalf of Ship Carbons. John Wilson's stand exhibited talkie apparatus and a remarkable freezer, while Hewittic displayed their wonderful rectifying apparatus

Kinemas Planned

ESSEX SUBURB KINEMA

The Mayfair, Chadwell Heath—Derby Project—Bolton Going Ahead—Scottish Schemes—Another at Carnarvon

A CONTRACT has been placed with W. F. Blay, Ltd., of 1, Dowgate Hill, London, E.C., for the erection of the new Mayfair Kinema at Whalebone Lane, Chadwell Heath, Essex, for D. J. James, the proprietor and governing director of Chadwell Heath Pictures, Ltd. It is proposed to build a kinema of steel and brick construction to plans by Leslie H. Kemp and Tasker, of 38, John Street, London, W.C.1., which include a dance hall, tea rooms and car park.

The kinema will generate its own electricity and a Plenum heating and ventilation system will be installed.

Steelwork will be executed by Sanders and Forster, Ltd., of Thames Works, Barking.

Pyramid, Manchester, Progress

Good progress is being made with the construction of the new Pyramid Kinema, which is being erected at the corner of Ashton Lane and Washway Road, Sale, near Manchester, to plans by Messrs. Drury and Gomersall, Manchester. The new theatre will have seating accommodation for about 2,000 persons. J. E. Armstrong and Co., Ltd., Salford, are the main contractors and Banister, Walton and Co., Ltd., Trafford Park, Manchester, contractors for the steelwork.

New Kinema for Cheshire

The old Drill Hall, Winsford, Cheshire, is being converted into a kinema to be designated the New Palace. Kershaw, of Leeds, are installing two Kalee projectors, which will be equipped with Western Electric sound. The directors of the Palace, which is expected to open on August 7, are Messrs. R. K. Proudfoot and Prout.

Shrewsbury New Super

A. Williams, of Kenneth Chambers, Dogpool, Shrewsbury, is the architect for a new kinema at Castle Gates. Contracts are not yet placed.

£100,000 Derby Proposal

An island site in Derby's central improvement scheme is to be leased for the erection of a kinema with a seating capacity for 2,500 persons, and a frontage of 14 lock-up shops, at a proposed cost of £100,000.

The Estates Committee have recommended a 99 years lease from September, 1934, with a rental increasing from £1,250 to £2,000 per annum, providing that the building is erected within twelve months, the terms to be entered into with F. E. King for the site in Derwent Street and Tenant Street.

New Bolton Hall Planned

C. J. Spittle, of the Rialto, Bolton, is named as the prospective managing director of a Bolton group which contemplate the erection of a £22,000 kinema, with seating accommodation for 2,000, at the corner of Chorley Old Road and Ivy Road, Bolton.

An option has been secured on a site at the junction of the two roads, and plans are being prepared for submission to the Bolton Watch Committee.

West Kirby Project

Plans for the new kinema at the junction of Grange Road and Bridges Road, on the site of the old Queen's Kinema, West Kirby, which was burned down last year, were approved by the Cheshire Magistrates sitting at Birkenhead on Thursday of last week.

The new kinema will have accommodation for 1,158 persons—858 on the ground floor and 300 in the balcony.

Leeds Scheme

The Leeds Improvement Committee has not approved a scheme submitted by C. F. Napper for the erection of a kinema in Patternewton Lane.

The proposed site is in fairly close proximity to the Dominion Cinema which is in course of erection, at the junction of Montreal Avenue and Church Lane, just off Harrogate Road, by A. Causfield, of Leeds and Bradford.

Armley Alterations

Structural alterations, improved lighting and installation of new sound apparatus at the Branch Road Picture House, Armley, Leeds, has been approved by the Leeds Watch Committee.

Northampton Conversion

Plans have been approved for structural alterations at the New Theatre, Northampton, which include the installation of kinematograph apparatus. Northampton Theatres Syndicate, Ltd., are the promoters of the scheme.

Stornoway Plans

Plans will be before the next meeting of Stornoway Town Council for a new kinema at the corner of South Beach and Kenneth Streets. It will seat 1,200 persons. The company, a local one, has not yet issued its prospectus.

Whitburn Scheme Approved

Whitburn Town Council at its meeting last week passed plans submitted by G. Wright, Harehill, for the new kinema at West Main Street.

Peebles Site Cleared

Work commenced last week in clearing the site for the erection of the new kinema at Peebles.

Dunbar Preparations

A scheme is on foot for the erection of a new kinema on a prominent site at Dunbar.

The kinema will seat 900, and plans include a stage and car-parking accommodation for patrons.

New Kinema for Caernarvon

Captain W. E. Pritchard, Criccieth, proprietor of the Plaza, Penygroes, and the Coliseum, Portmadoc, intends to build a new kinema on the site of Uxbridge House, Bangor Street, Caernarvon. The plans are being prepared by J. Egbert Griffith, of O. Morris Roberts and Son, of Portmadoc, and the new kinema will accommodate about 1,400. It is expected that the building will be ready next January.

Plymouth Building Starts

Work was commenced by the builders, Pearn Bros., Ltd., of Plymouth, on Monday, June 26, on the site in Exeter Street, Plymouth, of the city's latest kinema, the Plaza. The steelwork is also being carried out by a local firm, Blight and White, Ltd. The building, which it is hoped to have completed by September 30, is to accommodate eight hundred people.

Tewkesbury Kinema for Oscar Deutsch

Oscar Deutsch is the promoter of a new kinema to be erected on a site at the corner of Sun Street, and High Street, Tewkesbury, Glos.

The scheme approved by the magistrates will include a cafe and lounge, and will seat 786 people, 526 in the auditorium and 260 in the balcony. It is estimated to cost £12,000. A crush hall and a stage large enough for dramatic performances are planned.

Concert Hall as Kinema

The Bohemia Concert Hall Broadstairs is to undergo alterations to prepare for opening as a kinema. Plans, for the Broadstairs Picture House, Ltd., have been approved by the Broadstairs and St. Peter's U.D.C.

New Kinema for Henley?

It is possible that Henley-on-Thames will have a new kinema in the near future. A local company has been formed and a site secured for this purpose. Plans for a building seating 1,000 and cafe are now in course of preparation, and will be submitted to the Council at their next meeting.

THEATRE DECORATIONS
FURNISHING
AND
STAGE EQUIPMENT
F. H. CARPENTER & SON, Ltd.
1, STANHOPE STREET, N.W.1
'Phone : Museum 9736.

TROXY NEARS COMPLETION

Elaborate Talkie W.E. Installation

The Troxy, Commercial Road, Poplar, the latest project of H. and G. Kinemas, Ltd., is fast nearing completion. In seating approximately 3,000 people, this new super will have no rival. It will possess one of the largest and most comprehensive Western Electric sound installations in Europe, for, in addition to the usual sound system, there will be a third projector, double turntable non-synchronous attachment, duplicate and additional amplification, and stage and organ amplification system.

The stage amplification equipment is most elaborate, consisting of eleven microphones with twenty-one points on or near the stage to which the microphones may be connected. Over 6,000 ft. of cable will be used in installing this particular part of the equipment alone.

The microphones will be connected to a control panel situated in the auditorium which, by means of switches, can control the volume of each microphone individually or collectively at the discretion of the director. The sound then feeds into the regular theatre amplifier and is broadcast from extra horns concealed in the proscenium arch.

The amplification and theatre horns are to be duplicated for use in emergency, and can also be used to reinforce normal volume whenever special treatment of the picture suggests itself.

Complete flexibility of the system is assured, for, in addition to the third projector, practically every part of the system is duplicated.

It is anticipated that the Troxy will open early in September.

Guild Activities

Manchester Elects Officers

DENIS BROWNE RELUCTANTLY RESIGNS

Bradford Lecture on Valves

THE Manchester Court of the Projectionists' Guild was honoured at its last meeting by the presence of a representative of the Manchester Watch Committee, who expressed himself as delighted with the lecture delivered by A. Buckley, of the Leeds Court, who spoke on the "Electronic Theory." All future meetings will be attended by a representative of the Committee.

Mr. Buckley's paper was so highly appreciated by the Court that a further lecture in continuance of the subject has been promised for the July meeting. A hearty vote of thanks to the lecturer was enthusiastically given.

Following the lecture, the Court business was attended to, and much regret was expressed at the resignation from office of Denis D. Browne, the Court Secretary. His present health does not permit the extra and arduous work which the position entails. He was entreated to reconsider his decision, but, as he explained, his doctor demanded otherwise. His resignation was accepted with reluctance.

The Manchester Court annual general meeting took place on Sunday, July 2, at 11 p.m., at the Wheatsheaf Hotel, High Street, for the purpose of electing the officers and committee for the coming year.

The result of the election was as follows:—Chairman, Denis D. Browne; vice-chairman, J. H. Campion; secretary, Gerald Anderson; joint treasurers, R. Thompson and E. Potter; national councillors, G. Anderson and E. R. Bolton; committee, Messrs. Gillibrand, Scroggins, Goodman, Walsh, Barnes, W. Walker, V. Millgate, A. A. Richardson, E. Crank, J. T. Moore, E. R. Bolton, S. A. Claughton, Royle, F. Baldwick.

The success of Manchester Court has largely been due to the efforts of Denis D. Browne, who, for reasons of temporary ill-health, found it necessary to discontinue his arduous secretaryship. His guidance will now be even more in evidence in his new capacity.

A vote of thanks to the retiring officers and committee for the manner in which they had carried out their duties during their term of office, was responded to heartily.

The next meeting is on July 23, at the usual time and place. Lecture by A. Buckley.

Catkins at Bradford

There was a splendid attendance at the usual fortnightly meeting of the Bradford Court of the Guild of Projectionists last Sunday, E. A. Shuttleworth, the new chairman, taking his seat for the first time. There was very little business to attend to and the major portion of the time was taken up by a lecture by Albert Spencer, technical advisor to the Court on the new Osram Catkin Valve. In addition to several actual sections of the valve, General Electric had kindly lent a large-scale model, and Mr. Spencer ably pointed out the various points of vantage in this new valve. A vote of thanks was accorded him at the conclusion.

WESTERN ELECTRIC CONTRACTS

Two new houses are among the recent contracts secured by Western Electric, the New Cinema, Torquay, and the Granada, Hove, both wiring with a 3.8X system, while, in addition, the Torquay house is installing a Western Electric manager's announcing system.

The Cinema, Ystradgynlais, which, hitherto a silent house, is being converted for sound with a Western Electric 4.U equipment.

Western Electric distributors abroad have obtained contracts for the equipping of Colisee Theatre, Tunis, and Garrison Theatre, Wellington, India. The latter is used for the entertainment of the troops stationed in the Wellington barracks, and is being wired with a Western Electric 3.A system.

The Pavilion, Ashton-under-Lyne, and Regal, Winchester, both opened with Western Electric last week.

EXIDE CONVENTION

Publicity Campaign in Press

To spend at least 50 per cent. of the advertising allocation in the Press was the policy advocated by H. Boon in his address at the Thirteenth Exide Convention at Torquay.

It was a policy, he said, which had proved successful as the result of experiments during the course of many years' existence. He said it was the most direct, the most efficient, and the cheapest form of advertising, and that the Exide Co. spent considerably more than 50 per cent. of its allocation on Press advertising, and results had proved the wisdom of so doing.

SEVEN HUNDRED FEET Of Neon Tubing

One of the largest neon installations in the North of England is being carried out at the Astoria Kinema, Morecambe, by Claude Gen, through the Manchester branch of the G.E.C. The whole of the frontage, including the architectural features, is being outlined with 700 ft. of neon tubing in red, blue and green.

At the Plaza Kinema, another house controlled by Morecambe Amusements, Ltd., the proprietors of the Astoria, a vertical box type sign is being erected, the letters being in red tubing and border in blue. The canopy is also being outlined.

WALTURDAW CONTRACTS

The Birmingham branch of the Walturdaw Kinema Supply Co., Ltd., has secured additional contracts in respect of the reconstruction of Her Majesty's Theatre, Walsall, which is now closed in preparation for reopening as a kinema in the early part of August. The new contracts are for the screen tabs, stage drapery, and accompanying automatic control gear, and for the ticket machines.

STRAND
FOR ELECTRICAL
ELECTRIC
WORK OF ALL KINDS
19-24 & 28, FLORAL STREET, LONDON, W.C.2.
PHONE - TEM. BAR 7464

Forthcoming Trade Shows

"EVIDENCE OF TRADE SHOW."

On Form D of the Films Act, applicants for registration must give the names, dates of issue and folio numbers of the Trade papers in which notification of Trade show has been given.

It is sufficient to quote this page number and date of issue when filling in Form D.

LONDON

Date.			Title of Films.	Stars.		Shown By.		Place.		Time
Wed.,	July	5	Bitter Sweet	——		United Artists		Carlton		11.30 p.m
Thurs.,		6	The Prince of Wales	——		W. & F.		Marble Arch		8.45
"		6	Phantom of the Air—Eps. 1-3	——		Universal		Rialto		10.30
"		7	Speed Brent Wins	Bob Steele		Pathé		Own Theatre		10.45 and 2.20
Fri.,		7	The Gallant Fool	Bob Steele		Pathé		Own Theatre		10.45 and 2.30
"		7	The Veteran of Waterloo	——		Paramount		Carlton		10.30
"		7	Singing Boxer	——		Paramount		Carlton		10.30
"		7	Non Stop Variety, Nos. 7-10; Your Technocracy and Mine; Nature's Workshop.	——		Universal		Own Theatre		10.30
Tues.,		11	The Woman I Stole	Jack Holt		U.A.-Columbia		Phœnix		3
"		11	The California Trail	Buck Jones		U.A.-Columbia		Phœnix		3
"		11	Jennie Gerhardt	Sylvia Sidney		Paramount		Carlton		10.30
"		11	Double Exposure	Evelyn Knapp		Butcher		Cambridge		3
"		11	I Loved You Wednesday	Elissa Landi		Fox		Own Theatre		11 & 3
Wed.,		12	I'll Stick to You	——		British Lion		Cambridge		3
"		12	Below the Sea	——		U.A.-Columbia		Cambridge		8.45
"		12	Sassy Cats; Bunnies and Bonnets	——		U.A.-Columbia		Cambridge		8.45
"		12	It's Great to be Alive	Raul Roulien		Fox		Own Theatre		11 & 3
Thurs.,		13	Orders is Orders	Charlotte Greenwood		Gaumont Ideal		Prince Edward		8.45
"		13	Ann Carver's Profession	——		U.A.-Columbia		Cambridge		8.45
"		13	50 Million Dollars Can't Be Wrong; The Wolf at the Door.	——		U.A.-Columbia		Cambridge		8.45
"		13	Bachelor Mothers	——		British Lion		New Gallery		11
"		13	The Narrow Corner	Douglas Fairbanks, Jnr.		Warner		Phœnix		3
"		13	Hold Me Tight	Sally Eilers		Fox		Own Theatre		11 & 3
Fri.,		14	The Purse Strings	Dorothy Bourchier		Paramount		Carlton		10.30
"		14	Cocktail Hour	Bebe Daniels		U.A.-Columbia		Phœnix		3
"		14	The Whirlwind	Tim McCoy		U.A.-Columbia		Phœnix		3
"		14	Deadwood Pass; Rarely Strikes Oil	——		Pathé		Own Theatre		10.15 & 2.30

BIRMINGHAM

Fri.,	July	7	Supernatural	Carole Lombard		Paramount		Futurist		10.45
"		7	It's Great to be Alive	——		Fox		West End		10.30
Tues.,		11	The Sphinx; Savage Gold	——		Pathé		Forum		10.45
"		11	The Prince of Wales	——		W. & F.		West End		10.30
Wed.,	"	12	Pilgrimage	Henrietta Crosman		Fox		West End		10.30

CARDIFF

Fri.,	July	7	When Ladies Meet	Robert Montgomery		M-G-M		Park Hall		11
"		7	The Sphinx; Savage Gold	——		Pathé		Queen's		10.45
"		7	Hold Me Tight	Sally Eilers		Fox		Capitol		11
"		7	Taming the Jungle	——		Equity British		Olympia		11
"		7	Soldiers of the Storm	Regis Toomey		U.A.-Columbia		New Imperial		11
Tues.,	"	11	Shriek in the Night	Ginger Rogers		Gaumont Ideal		Park Hall		11
"	"	11	Shorts	——		Paramount		Capitol		11

GLASGOW

Fri.,	July	7	The Eagle and the Hawk	Fredric March		Paramount		Playhouse		11
"	"	7	The Working Man	George Arliss		Warner		Regal		11
"	"	7	Adorable	Janet Gaynor		Fox		Picture House		10.45
"	"	7	Strange People; King of the Arena	——		Universal		La Scala		11
"	"	7	The Prince of Wales	——		W. & F.		Savoy		11
Tues.,	"	11	The Sphinx; Savage Gold	——		Pathé		Regal		10.45
"	"	11	I Loved You Wednesday	——		Fox		Picture House		10.45
"	"	11	Soldiers of the Storm	Regis Toomey		U.A.-Columbia		Playhouse		10.45
Wed.,	"	12	When Ladies Meet	Robert Montgomery		M-G-M		La Scala		11
"	"	12	International House	Peggy Hopkins Joyce		Paramount		Playhouse		11
Thur.,	"	13	The Circus Queen Murder	——		U.A.-Columbia		La Scala		10.45

LEEDS

Fri.,	July	7	The Warrior's Husband	Elissa Landi		Fox		Scala		10.45
"	"	7	High Finance	Gibb McLaughlin		First National		Rialto		11
Mon.,	"	10	I Loved You Wednesday	——		Fox		Scala		10.45
Tues.,	"	11	Pilgrimage	Henrietta Crosman		Fox		Scala		10.45
"	"	11	Sunset Pass	Randolph Scott		Paramount		Paramount		10.45
Wed.,	"	12	When Ladies Meet	Robert Montgomery		M-G-M		Tower P.H.		11
"	"	12	The Circus Queen Murder	——		U.A.-Columbia		Scala		10.45
Thur.,	"	13	It's Great to be Alive	——		Fox		Scala		10.45

LIVERPOOL

Fri.,	July	7	Supernatural	Carole Lombard		Paramount		Futurist		10.45
"	"	7	When Ladies Meet	Robert Montgomery		M-G-M		Palais de Luxe		11
"	"	7	Gold Diggers of 1933	Warren William		First National		Forum		10.45
Tues.,	"	11	The Veteran of Waterloo	——		Paramount		Scala		10.45
Wed.,	"	12	The Warrior's Husband	Elissa Landi		Fox		Trocadero		11
"	"	12	Soldiers of the Storm	Regis Toomey		U.A.-Columbia		Forum		10.45
Thur.,	"	13	The Only Girl	Lilian Harvey		W. & F.		Trocadero		11

MANCHESTER

Fri.,	July	7	Shorts	——		Paramount		Paramount		10.45
"	"	7	Pilgrimage	Henrietta Crosman		Fox		Piccadilly		11
"	"	7	The Rebel	Vilma Banky		Universal		Hippodrome		3
"	"	7	Soldiers of the Storm	Regis Toomey		U.A.-Columbia		Deansgate P.H.		10.45
Tues.,	"	11	The Warrior's Husband	Elissa Landi		Fox		Piccadilly		11
"	"	11	Taming the Jungle	——		Equity-British		Deansgate P.H.		11
"	"	11	The Sphinx; Savage Gold	——		Pathé		Theatre Royal		10.45
"	"	11	International House	Peggy Hopkins Joyce		Paramount		Paramount		10.45
Wed.,	"	12	Summer Lightning	Ralph Lynn		United Artists		Piccadilly		10.45
Thur.,	"	13	A Shriek in the Night	Ginger Rogers		Gaumont Ideal		Piccadilly		11

NEWCASTLE

Fri.,	July	7	The Love Wager	Pat Paterson		Paramount		Paramount		10.30
"	"	7	Shriek in the Night	Ginger Rogers		Gaumont		Queen's Hall		10.45
"	"	7	The Sphinx; Savage Gold	——		Pathé		Grainger P.H.		10.45
Tues.,	"	11	Strange People; King of the Arena	——		Universal		Stoll P.H.		10.15
"	"	11	Adorable	Janet Gaynor		Fox		Queen's Hall		10.30
"	"	11	Shorts	——		Paramount		Paramount		10.30
Wed.,	"	12	I Loved You Wednesday	——		Fox		New Westgate		10.30
"	"	12	Summer Lightning	Ralph Lynn		United Artists		Stoll P.H.		10.30

NOTTINGHAM

Fri.,	July	7	The Eagle and the Hawk	Fredric March		Paramount		Elite		10.45
"	"	7	Maid Happy	Charlotte Ander		W.P.		Scala		10.45
Tues.,	"	11	When Ladies Meet	Robert Montgomery		M-G-M		Scala		11
"	"	11	Supernatural	Carole Lombard		Paramount		Elite		10.45

SHEFFIELD

Fri.,	July	7	Shorts	——		Paramount		Cinema House		10.45
"	"	7	Ex-Lady	Bette Davis		Warner		Central P.H.		11
Tues.,	"	7	I Loved You Wednesday	——		Fox		Union Street		11
"	"	11	The Eagle and the Hawk	——		Paramount		Central P.H.		10.45
"	"	11	Taming the Jungle	Fredric March		Equity British		Union Street		11
Wed.,	"	11	The Prince of Wales	——		W. & F.		Regent		11
"	"	12	The Sphinx; Savage Gold	——		Pathé		Hippodrome		10.45

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